

Recognised by UGC

# Journal of Media and Social Development

Developmental Impact of Joint Forest Planning and Management (JFPM)  
Programme on Forest Dependent Communities:  
Experiences from Joida, Karnataka  
JAYANAND HAMBEER DEREKAR

Social Media and Freedom of Expression –  
A Study of User's Perception  
SANCHITA MUKHERJEE  
ANAMIKA GHOSH

Analysis of Media Intervention in  
Development - A Survey of Mysore District  
N.USHA RANI

Television Talk Shows in Bangladesh:  
Public sphere challenges  
ZAHEDUR RAHMAN ARMAN  
REZAUL KARIM

Leadership Skill of Bangladesh Police  
Personnel: A Case Study of Tangail District  
SUMONA SHARMIN  
MD. ABDUL KADER MIAH

Portrayal of Women in Television and  
Women's Magazines: Perception of College Students  
MADHURIMA SUNITA KAUSHAL

University with Potential for Excellence of University Grants Commission was awarded to the University of Mysore in the disciplines of Science and Social Science. In social science, the focus area of study is Media and Social Development. The project aims to study the different paradigms of media and social development; Analyze the nature, forms, levels, phases and consequences of media intervention in the process of social development; Study the development "deficit" and its implications on social categories; Assess how media intervention can transform the State; Develop new social development indices to greatly disadvantaged groups; Based on the findings of this study, design an alternative Model of Development for Karnataka.

The Journal of Media and Social Development is an initiative to create scholarship in the area of media and social development by encouraging scholarly work by the academicians in interdisciplinary areas of social sciences.

The Journal is a platform for publishing high quality original research and experiments in the significant areas of economic, political, social, cultural and media perspectives of development.

The Project has established Centre for Area Studies. The Centre has started M.Phil in 'Area Studies - Karnataka Studies' for the first time in the state of Karnataka.

The Project has established state of art infrastructure in the Department of Studies in Communication and Journalism, University of Mysore to make media education more relevant and meaningful. The Project has ventured into publishing a Quarterly Newsletter, ABHYUDAYA (meaning Development) to create awareness about human development index and social development index among Research scholars and students.

**Journal of Media and Social Development** is a quarterly research journal of the UPE - University with Potential for Excellence - Focus Area-II Project of the University of Mysore, Mysore, India. The project is assisted by the University Grants Commission. Journal is published by Prof. N.Usha Rani, Coordinator, UGC UPE Focus Area-II, *Vijnana Bhavan, Manasagangotri, University of Mysore*, Mysore - 570 006, India. Printed by Rajendra Printers and Publishers, Mysore - 570 001. **Email:** journal.msd@gmail.com  
**Website:** www.msdjournal.com, mysore.uni.ac.in, www.ugcupefa2.com

Since : 2013

ISSN 2320 - 8244

UGC Recognised : 64317

**Current Volume 5 Issue 3**  
**www.msdsjournal.com**

**Indian Citation Index**

#### **EDITOR**

Prof. Usha rani N.

#### **PUBLISHER**

Journal of Media and Social Development is a quarterly research journal both in Print and Online editions published by Prof.N.Usha rani, Professor & Chairman, Department of Studies in Journalism and Mass Communication, Manasgangotri, University of Mysore & Coordinator, UPE - University with Potential for Excellence - Focus Area-II Project of the University of Mysore, Mysuru -570 006, Karnataka State, INDIA.

Printed by

**Sri RAJENDRA PRINTERS and PUBLISHERS**  
Mysore - 570 001 for the UGC UPE FA-II Project,  
University of Mysore, Mysuru, India.

#### **CONTACT**

Coordinator  
UGC UPE Focus Area-II  
Vijnana Bhavan, Manasagangotri  
University of Mysore  
Mysuru- 570 006  
India  
mail : journal.msds@gmail.com

Websites :

www.msdsjournal.com  
www.mysore.uni.ac.in  
www.ugcupefa2.com

## **SUBMISSION GUIDELINES**

- Journal of Media and Social Development publishes contributions of original work on any aspect of Development and Media in India and South East Asia. It covers interdisciplinary research in social science encompassing Media, Communication, Political Science, Economics, Sociology, Social Work and Development Studies.
- Minimum word length 3000 and maximum 7,000.
- Submit original unpublished works only.
- All submissions should include title, abstract, keywords and references.
- All contributions will be peer reviewed.
- Journal is published quarterly: January-March, April-June, July-September, and October-December.
- Specify the name, designation of the authors and co-authors. Include contact details.
- Type in MS Word, Time New Roman Font of 12 point, format in 1.5 space. Number the pages in the bottom right corner.
- Number the Tables, Photographs and Plates. Submit high-resolution photographs separately. Do not send visuals in colour. It should be in Black and white.
- Follow international standard for bibliographical references. Refer to the APA style at <http://www.apastyle.org>
- The editor has the right to reject submissions on grounds of already published work, substandard writing, and poor quality research work.
- All articles should be within the guidelines of ethics in research. Every article will be checked for plagiarism.
- Submit writings in softcopy as email attachments to **Email:** journal.msds@gmail.com



# **JOURNAL OF MEDIA AND SOCIAL DEVELOPMENT**

**Volume 5 Issue 3 July - September 2017**

## **Editorial Team**

Editor

**Prof. Usha rani N.**

Professor

Department of Studies in  
Journalism & Mass Communication  
University of Mysore, Mysuru, India

Associate Editors

**Prof. Y.S. Siddegowda**

Professor

Department of Studies in Social Work  
University of Mysore  
Mysuru, India

**Prof. Muzaffar H. Assadi**

Professor

Department of Studies in Political Science  
University of Mysore  
Mysuru, India

Editorial Board

**Nikhil Moro, Ph.D.**

Professor & Chair

Dept. of Mass Communications  
and Journalism

Norfolk State University

700 Park Ave., Madison 146

Norfolk, Virginia 23504 USA

**Dr. Nirmala Mani Adhikary**

Coordinator of Media Studies

Department of Languages &  
Mass Communication

Kathmandu University

Kathmandu, Nepal

**Yahya R. Kamalipour, Ph.D.**

Professor of Communication

North Carolina A&T State University

Founding President,

Global Communication Association

Founding Editor, Global Media Journals

Greensboro, North Carolina

[www.kamalipour.com](http://www.kamalipour.com)

**Prof. Golam Rahman**

Former Professor of

Mass Communication

Journalism

Dhaka University

& Chief Information Commissioner

Information Commission

Dhaka, BANGLADESH

**Prof. M. Zulfiqar Ali Islam**

Professor of Sociology  
University of Rajshahi, Rajshahi  
BANGLADESH

**Prof. Syed Abdul Siraj**

Professor  
Chairman Mass Communication Dept.  
& Director Regional Services  
Allama Iqbal Open University  
Islamabad-Pakistan.

**Prof. A.S. Balasubramanya**

Professor Emeritus  
Department of Electronic Media  
Bangalore University, Bangalore  
Karnataka, India

**Ishwar Daitota**

Senior Journalist  
A-503 Wilson Manor  
13th Cross Wilson Garden  
Bangalore INDIA 560 027

**Prof. Samir Kumar Das**

Professor of Political Science and Dean  
Faculty of Arts University of Calcutta  
& Former Vice Chancellor  
University of North Bengal  
Kolkatta-700 027, INDIA

**Prof. H.S. Eswara**

Professor of Communication  
Former Professor  
School of Communication  
Manipal, INDIA

**Dr. Mira K.Desai**

HoD of Extension Education  
SNDT Women's University  
Mumbai, INDIA

**Dr. Binod C Agrawal**

Adjunct Professor  
Gujarat Vidyapith  
Ahmedabad 380014 INDIA

**Chaya Shrivatsa**

Former Public Relations Officer  
Corporate Sector, Life Coach- Infosys  
Mysore, INDIA

**Prof. A.S. Chandra Mouli**

Professor & Head  
Dept. of Mass Communication & Journalism  
Acharya Institute of Graduate Studies  
Bangalore 560107 INDIA

**Dr. Nandini Lakshmikantha, Ph.D**

Professor and Director  
School of Communication  
Manipal University  
Manipal- 576104, INDIA

**Prof. M. Indira**

Professor  
Department of Studies in Economics  
And Cooperation  
University of Mysore, Mysuru, INDIA

**Dr. Navitha Thimmiah**

Assistant Professor  
Department of Studies in Economics  
And Cooperation  
University of Mysore, Mysuru, INDIA

**Dr. Ramesh**

Chairman  
Department of Law  
University of Mysore, Mysuru, INDIA

**Prof. Chandrashekar**

Professor  
Dept. of Library and Information Science  
University of Mysore  
Mysuru, INDIA

**Dr. Nanjunda**

Coordinator  
Centre for the Study of Social Exclusion  
and Inclusive Policy  
University of Mysore  
Mysuru, INDIA

**Dr. Khaiser Nikkam**

Professor  
Dept. of Library and Information Science  
University of Mysore  
Mysuru, INDIA



# **JOURNAL OF MEDIA AND SOCIAL DEVELOPMENT**

**Volume 5   Issue 3   July - September 2017**

- |   |  |  |
|---|--|--|
| 1 | Developmental Impact of Joint Forest Planning and Management (JFPM) Programme on Forest Dependent Communities: Experiences from Joida, Karnataka | JAYANAND HAMBEER<br>DEREKAR            |
| 2 | Social Media and Freedom of Expression – A Study of User's Perception  | SANCHITA MUKHERJEE<br>ANAMIKA GHOSH    |
| 3 | Analysis of Media Intervention in Development - A Survey of Mysore District  | N.USHA RANI                            |
| 4 | Television Talk Shows in Bangladesh: Public sphere challenges  | ZAHEDUR RAHMAN ARMAN<br>REZAUL KARIM   |
| 5 | Leadership Skill of Bangladesh Police Personnel: A Case Study of Tangail District  | SUMONA SHARMIN<br>MD. ABDUL KADER MIAH |
| 6 | Portrayal of Women in Television and Women's Magazines: Perception of College Students   | MADHURIMA<br>SUNITA KAUSHAL            |

*Jayanand Hambeer Derekar*

# Developmental Impact of Joint Forest Planning and Management (JFPM) Programme on Forest Dependent Communities: Experiences from Joida, Karnataka

JAYANAND HAMBEER DEREKAR

## Abstract

*Joint Forest Planning and Management Programme was introduced in the state of Karnataka in the year 1993. A product of the National Forest Policy of 1988, JFPM was an effort in the direction of involving local communities in the management of forest resources. This programme marked a clear shift in the approach to forest conservation and brought forest dependent communities and the KFD on a common platform to plan and execute sustainable forest management strategies. The programme which became operational with the establishment of Village Forest Committees also gave people the opportunity to augment both individual and community assets by creating the space for sharing the proceeds of the sale of Forest produce from JFPM plantations and also collection of Minor Forest Produce from the neighbourhood forest. This paper seeks to examine the strengths and gaps of the JFPM, mainly as a development praxis. It may be recalled here that Joida was the first taluk in Karnataka where the JFPM programme was introduced.*

**Keywords:** Development, Forest, Joida, Joint Forest Management, Karnataka Forest Department, Media, Mining, Village Forest Committee

Author: **Jayanand Hambeer Derekar**, Research Scholar, Department of Studies in Sociology, Manasagangotri, University of Mysore, Mysore-570006.  
Email: jayanandderekar@rediffmail.com

## INTRODUCTION

Joida taluk is one of the eleven taluks of Uttara Kannada district in the state of Karnataka. The natural beauty of the Sahyadri mountain ranges has rendered this region a nature's paradise. Joida is the largest taluk in terms of geographical area in Karnataka and falls under the area identified as the biodiversity hotspot of Western Ghats. The sheer diversity of flora and fauna

and the pattern of rainfall have given a unique character to this taluk. This region is emerging as a major tourist destination for nature lovers as the forest cover of the taluk is about 82 percent. The average rainfall of Joida is 2000 mm in the southwestern part and 4500 mm at the ridges of Western Ghats bordering Karwar taluk and the state of Goa. One can see different species of vegetation in every 10 km of the region. There are 120 revenue villages in the taluk and the total population is 52,012 according to the 2011 census. The literacy percentage stands at 76 percent in spite of this being a dense forest region with a scattered population and schools concentrated in select places. Fifty two percent of the population of Joida taluk is concentrated only in 28 villages which have good road connectivity and also access to public transport. The rest of the population is scattered in the other 92 villages located in the dense forest region. Many of the villages are completely disconnected from road connectivity, especially during the rainy season.

The taluk is mainly inhabited by Kunbi, Maratha, Gouli and Devali communities. It is believed that these groups came to Joida from the neighbouring states of Goa and Maharashtra to protect their cultural identities.

The Kunbi community in Joida located themselves in that part of the forest which was conducive to shifting cultivation. They were growing *ragi* a type of millet in and around their habitats. They chose the evergreen and hilly forests areas of central Joida and areas bordering Goa for setting up their houses and also for continuing their traditional agricultural practices.

The traditional occupation of the Maratha was agriculture and their major crop was paddy. The Marathas inhabited the deciduous and moist deciduous forest areas in south and eastern parts of Joida. The cattle rearing Gouli community was found in the deciduous forest areas of Joida. The Devali are also traditionally an agricultural community and ever since they settled in Joida, they have been continuing to work on their lands. By and large even to this day all the traditional forest dwellers depend on agriculture as their main livelihood base and look up to the forest as the chief source of succor and sustenance (Indira 2002).

### **Forests of Joida**

The larger part of Joida consists of hills and valleys. Two different



types of forests can be seen in the region. The southeastern part of this taluk contains forests with tall trees that border Yellapur taluk at Gund, Nagzari valley, Kalinadi and Kaneri slopes. Valuable species of trees in the region include teak, matti, rose wood etc. Evergreen patches are also found in the valley. The forests of the northern part of Joida taluk are located near Castlerock and Diggi areas and have grass lands and scrub forests.

The forests of Joida come under the jurisdiction of Haliyal territorial and Dandeli wildlife divisions. Fifty seven villages in the taluk come under the perview of Dandeli wildlife division and 63 villages are in the Haliyal division of the Karnataka Forest Department (KFD).

Before the development era began in Joida during the first decade of the present century, people of Joida were almost exclusively dependent on forest produce for income generation. As many as ten types of Minor Forest Produce (MFP) were collected exclusively for income generation and 16 varieties of MFP to meet their food needs. But now due to employment opportunities opening up in government sponsored schemes and the Forest Department the dependency on forest produce is gradually on the decline (Indira 2012).

### **Mining in Joida**

Manganese is one of the minerals of which there is an abundant supply in Uttara Kannada district. This region is characterized by high magnesium (Mn) contents with low phosphorous of low electro-negative elements. There are about 50 Mn deposits so far discovered in the Uttara Kannada district of which 36 deposits are found in Joida taluk. This attracted the government as well as private companies to enter Joida taluk for initiating mining activities. Over a period of time mining activities in the region became rampant and this led to the forest being severely disturbed. There were instances of the government giving parts of the forest on lease to some private companies. Local communities who found employment opportunities in these mines developed a sense of dependence on the mining sector. Since manganese deposits were available in most parts of Joida mining opened up several job opportunities to local people. When mines began to be closed, they had to look for jobs either in KFD or other state sponsored programmes.

### **Hydro Electric Projects**

Joida taluk's development has been severely affected by construction of six dams on river Kali, which is the lifeline of the region. Kalinadi originates in Kushavali village and flows in a southwardly direction for 187 kms before joining the Arabian Sea at Sadashivagad. A greater part of the Kali river valley was submerged under the dams that were constructed by Karnataka Power Corporation Limited for generation of electricity. Huge displacements occurred when the first dam was constructed at Ganeshgudi in the central part of Joida taluk. Forty five villages were submerged under the Kalinadi Hydro Electric Project at Ganeshgudi. A total of 13,960 hectares of land was also washed away. Out of the land area submerged under water 11,225 hectares was forest land. Displacement continued to happen even when the subsequent hydro electric projects were executed. It is very disturbing to note that five more mini hydro projects are proposed and if this plan is executed Joida's development will receive a further set back. Electricity generated from the projects is supplied to Goa state and other parts of Karnataka, but a clear development dichotomy is noticed when we see that 32 human habitations in Joida still do not have electricity. Majority of these villages fall under the jurisdiction of Bazarkunang panchayat, which has borne the major brunt of the damage caused by the hydro-electric projects.

### **Joint Forest Planning and Management Programme (JFPM)**

The JFPM programme owes its origin to the National Forest Policy of 1988 which laid down that expansion of forests for commercial purposes must be stopped and efforts be made to conserve the soil and environment, while at the same time addressing livelihood needs of forest dependent communities (No.3A/86-FP, Ministry of Environment and Forests Department of Environment, Forests & Wildlife). The main objectives of JFPM were to:

1. Protect and maintain the fast depleting forest and water resources.
2. Regenerate the already degraded forests.
3. Offer forest dependent population a means of subsistence and income generation.
4. Empower local communities to take decisions regarding forest use, management and also to ensure their share in forest resources by

bestowing upon them usufruct rights over forest lands.

The Joint Forest Management experiment indicates a clear shift towards sharing both responsibilities and accountabilities between Forest Department and local communities in the management of forests. The Government of Karnataka issued guidelines to make JFPM programme operational on 12-04-1993. The Village Forest Committee (VFC), which is the institutional mechanism for the implementation of JFPM is responsible for planning, managing and executing the goals of JFPM. It is also expected to manage the operation of Village Development Fund (VDF) and Village Forest Development Fund (VFDF), the two types of financial resources generated by VFC through the sale of forest produce either grown in VFC plantations or collected from the forest area in the jurisdiction of the VFC as per the JFPM guidelines.

### **JFPM IN JOIDA TALUK**

JFPM was introduced in Joida taluk in the year 1993 under the DFID (a British donor agency) funded by the Western Ghats Environment and Forestry Project (WGEFP) at Jalakatti village in Tinaighat range of Haliyal forest division with the formation of a Village Forest Committee. Since then, 64 more VFCs have been formed under schemes such as the National Afforestation Programme (NAP) and Karnataka Sustainable Forest Management and Biodiversity Conservation (KSFMBBC). In Joida, which has a predominantly Marathi and Konkani speaking population, there was little communication between the state government agencies, including the Karnataka Forest Department and local communities till JFPM was introduced. Because of the special efforts made by NGOs and KFD staff to motivate people to participate in JFPM activities, perhaps for the first time in the history of Joida region, issues affecting people's day-to-day life gained visibility in the public sphere (Indira, 2002). Facilitators supported by NGOs, representatives of KFD and the interactive meets organized by research projects sponsored by the Shastri Indo Canadian Institute motivated people to participate in JFPM initiatives. It is also true that the practice of participatory forestry, created a bridge between the local communities and KFD.

Till JFPM was introduced there was a general feeling of mutual distrust both among the KFD and people, because people were seen mostly as intruders and KFD as the sole vanguard of the forest. However, when local communities were involved in forest regeneration activities their interest in controlling encroachments and illegal grazing increased and the forest conservation activities gained momentum. Also, the space that JFPM created for laying new plantations and sharing the proceeds from the sale of forest produce between VFC members and KFD, attracted local residents to engage with increased vigour in forest re-generation and conservation activities.

One of the far reaching changes that JFPM brought in Joida was the participation of women in the public domain. It was the CIDA Shastri Partnership Project entitled “*Empowering Women through Forestry: the Role of Indigenous Women in Forestry Development Programmes*” ( R. Indira and Karim Aly Kassam 1999-2001) that was primarily responsible for bringing women out of their secluded existence and enabled them to raise issues that affected their lives. The project initiated the formation of new Self Help Groups (SHG), a federation of SHGs and organized interactive meets between KFD, Panchayat Raj Institution representatives and women. They traveled to select destinations to participate in exhibition of SHGs products and meet women entrepreneurs who were earning their livelihood by producing and selling homemade products and handicrafts. The very first exposure they got to meet other women and exchange notes with them impacted their lives, and one can see this impact continuing even to this day. This was indeed the very first step towards bringing the gender agenda into Joida’s development efforts (see Correa 1996).

JFPM has definitely set the stage for a development regime to emerge in Joida, a region that had been marginalized by most development initiatives. It not only created a cordial relationship between the KFD and local communities, but also improved water tables, encouraged soil conservation activities, opened up people’s livelihood bases, cleared the area of the negative impact of mining and led to an increase in forest cover. In some habitats VFCs engaged in lake regeneration activities, created drinking water resources and opened anganwadi centers and primary schools. Opportunities

for school development were also created through VFCs. In many parts of Joida VFCs created assets that could be used in income generation activities. On the whole, it can be said that JFPM set the stage for social development activities in Joida, a region that was by and large ignored by almost all development plans and programmes.

### **MEDIA INTERVENTION IN JOIDA'S DEVELOPMENT EFFORTS**

Print media has played a key role in promoting JFPM activities. Be it a lapse on the part of the state bodies or positive aspects of JFPM, media played a key role in bringing these issues into the public domain. Prior to the starting of JFPM activities mainstream newspapers or television channels hardly covered Joida in their programmes. But the visibility that the taluk got when JFPM activities were initiated in the region led to both Kannada and English print media focusing on the region's development issues. The entry of a few local journalists both into print and electronic media gave a further fillip to Joida receiving media attention. Media focus also attracted the attention of local politicians both at the state and national level to at least start focusing on matters affecting Joida's development. The public pressure, mounting on KFD to ban acacia cultivation which is gradually destroying grass lands and water bodies has received wide media coverage and has kept the momentum alive. The activities and publications of the Shastri projects also received good media coverage. Media interventions have led to people taking greater interest in local affairs and demanding change especially when state policies have not responded to their demands or concerns.

### **Development Gaps still Persist**

Though JFPM started as a movement for change, in Joida many grey areas in the region's development still persist. The government notification announcing the formation of the Dandeli Wild Life Sanctuary, which was issued way back in 1994, almost corresponding with the beginnings of JFPM in the taluk acted as a block to the participation of many communities that inhabited villages that come within the National Park boundaries. This apprehension was rooted in the fear that their villages would be annexed by

the National Park and hence they would lose their ownership rights over their lands as well as the forest. Though private lands were not included within the national park, JFPM activities in general received a setback, and one can see a clear difference in the development achievements of these villages and those in other parts of Joida.

With Joida gaining more and more visibility as a nature lover's paradise tourism activities were boosted. Today the taluk has nearly 20 home stay spots and most of these spots have come up during the last 5-6 years. But the ownership of most of these home stay facilities is with persons from outside the taluk or dominant groups within Joida. The traditional forest dwellers generally continue to serve as wage labour in these tourist spots and their economic situations have not changed significantly. Given the fact that they possess a deep indigenous knowledge of the region and its unique flora, fauna and biodiversity, true development can take place only when local human resources are tapped and financial resources flow into local communities.

Joida's development efforts have to be reviewed in a relative context primarily because the entire taluk was literally forced to suffer from a state of marginalization for decades. While the credit of bringing the region into public focus mainly goes to JFPM, the programme needs to be implemented with a more people centric and region specific vision.

## REFERENCES

1. Correa, M., "No Role for Women –Karnataka's Joint Forest Management Programme," *Economic and Political Weekly*, 31(23), 1996, pp.1382-1383.
2. Derekar, Jayanand. "Shahabagitva Saamajika Samshodhane: Kaali Kanive Joidada Anubhavagalu", *Saamaajika Tallanagalu- Kaalajigalu-Kanasugalu (Prof. R. Indira Avara Vichara Spandana Samputa)*" Mysore: Roopa Prakashana, 2015, pp 271-282.
3. D'Souza, Juleen. *A Critical Analysis of Forest Laws with Special Reference to the Rights of Indigenous People and the Role of Women*, Mysore: CIDA-Shastri Partnership Project Publication, 2000.
4. Government of Karnataka. "*Karnataka State Gazetteer-Uttara Kannada District*" Government of Karnataka Publication, 1985.
5. Indira, R. "Livelihood Practices and Development Choices: Strategies for

Achieving a Convergence in Forest Communities”, *My Forest*, Vol.48 (1), March 2012, pp.19-40.

6. Indira. R. “*Gender and Forest Management: The Joida Experiences*” CIDA-Shastri Partnership Project, Mysore. 2002.
7. Kassam, Karim-Aly and Soaring Eagle Friendship Center, *So That Our Voices Are Heard: Forest Use and Changing Gender Roles of Dene Women in Hay River, North West Territories*, Calgary: CIDA-Shastri Partnership Project Publication, 2000.
8. Vikram, N. R. Gangadharappa , M. G. Chandrakanth. “Economic Impact of Joint Forest Planning and Management (JFPM) on Ground Water Recharge in Karnataka, India” *The Indian Forester*. 140 (11) November 2014.

# Social Media and Freedom of Expression – A Study of User's Perception

SANCHITA MUKHERJEE  
ANAMIKA GHOSH

## Abstract

*The concept of social media emerged to bring a greater connect between and among people to share and exchange ideas on a given topic. The canvas for social media is as wide as the sky. This platform can be used for reacting to any event or happening under the sun. As a matter of fact, social media has given an alternative to sincere journalism where each one can express his views, reviews and criticism candidly. The media provided platform for uploading videos and photographs to substantiate what the user wants to convey. However, the issue is whether, the social media uses the liberty to speak their hearts out, and does the society have that much fairness in accepting whatever that is written. Whoever starts using the social media initially thought that it could be free and fair for all. Nevertheless experiences are shown that there is some kind of intolerance in accepting negative comments and negative remarks on a given issue. In some instances, it drew the ire of the ruling party resulting in punishment or in passing comments on the social media without decency. The users many a time fail to understand that it is only one man's view and one should respect it. But the recent trend is totally opposite. This paper precisely aims to investigate whether there is freedom of expression on the social networking sites. Whether our own users sit over the judgment of what one says and the action that follows? Since lot of youngsters get into this platform in millions everyday should they be taught the code of conduct while using this platform which are supposed to be free and fair? This paper tries to provide some answers.*

**Keywords:** Social Media, freedom of speech, Intolerance

**Authors:** Sanchita Chatterjee, Assistant Professor, Department of Mass Communication, Acharya Institutes of Graduate Studies, Bangalore 560107, Email: sanchita@acharya.ac.in

**Anamika Ghosh,** Student BA, Department of Journalism and Mass



Communication, Acharya Institutes of Graduate Studies, Bangalore 560107,  
Email: ghoshanamika85@gmail.com

## **INTRODUCTION**

From the very beginning of civilization, humans have always been expressing their thoughts through one or the other way. Engraving their feelings in the wall of caves or usage of symbol language- there are a lot of proofs which exemplifies that nothing can stop their freedom of speech. Media is the most powerful platform that can conduct an individual's expressions in a proper effective way, make it eligible to bring out a change. The rapid development of new media has been the main force accelerating the trend of globalization in human society in recent decades. 'New media has brought human interaction and society to a highly interconnected and complex level' (China Media Research, 2012). Wikipedia defines Social media as computer-mediated tools that allow people to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks. The concept of social media emerged to bring a greater connect between and among people to share and exchange ideas on a given topic. It is the media where an individual can contact anyone at any extremity of the world; it is the platform where people tend to speak their heart out considering it the most powerful and kind platform of letting them expressing their views and reviews. But is it really kind when it comes under the right to freedom of speech and expression? Does it allow people to share their thoughts on any issue in any way they prefer? 'It provides an unprecedented volume of resources for information and knowledge and opens up new opportunities for expression and participation' (<http://www.unesco.org>). On the one hand, Internet empowers freedom of expression by providing individuals with new means of expressions. On the other hand, the free flow of information has raised the call for content regulation, not least to restrict minors' access to potentially harmful information.

The concept of freedom of speech can be taken as a philosophy of life, a political statement, a core concept in- democracy, human right, a basic idea through freedom of press etc. In a strong democracy freedom of speech

must be ensured. In an ideal condition people's right to speak of what they want or not, to express what they think is right or wrong is a necessity to establish a proper democratic system (Freedom House Report 2012).

According to the Freedom House's latest report 'Freedom on the Net, 2012', India's overall Internet Freedom Status is "Partly Free." India has secured a score of 39 on a scale from 0 (most free) to 100 (least free), which places India 20 out of the 47 countries worldwide that were included in the report. This observation is being made with regard to the exercise of the right of freedom of speech and expression in the context of social media, especially the Section 66A of the Information Technology Act, 2000. In recent years, we have seen a number of instances where some kind of intolerance in accepting negative remarks regarding any issue was shown resulting in the punishment of people.

There are few incidents that took place in India which compel a person to think twice before posting anything even on his/her personal social networking wall. From arresting two college students Shaheen Dhada and Rinu Srinivasan under section 66 of the IT Act by the Palghar police for the 'crime' of making and clicking like on a Facebook post regarding the shutdown of Mumbai following the death of Shiv Sena supremo Bal Thackeray in 2012 to circulating anti Mamata Banerjee, Chief Minister of West Bengal content by posting a cartoon on the Internet by Ambikesh Mahapatra, a Professor of Jadavpur University, the nation has been the witness for some vindictive scenario where a normal post by a person on a social networking site became a controversial issue creating a lot of disturbance in the society.

Not only in a greater social context, exercise of Freedom of Expression on social media brings out problems in someone's personal life too. According to the report published by the Internet and Mobile Association of India (IAMAI), the number of internet users in India has reached 354 million by the end of June 2015. Facebook emerged the leading social media website with 96 per cent of urban users accessing it, followed by Google Plus (61 per cent), Twitter (43 per cent) and LinkedIn (24 per cent). Such a huge proportion of social media users has made the opinion sharing platform bigger than before. Every day in every second, someone or the other is posting

about some issues on any of the social networking sites, while few people are trying to manipulate their views by criticizing those posts in the same pace. As a result, therefore, people either start empowering their own points of view making the sites an online battlefield, or they just become less interested, sometimes completely unwilling to share anything due to lack of support and plenty of criticism which leads to the situation of “Spiral of Silence”. The crime like cyber bullying has made it more complex where the bullies seek to intimidate, control, manipulate, put down, falsely discredit, or humiliate the victims. These actions are deliberate, repeated, and hostile behavior intended to harm another person resulting in depression and even suicidal attempt of the victim. Not only is this, lacking of any official code of conduct for the users of Social Networking Sites a big reason behind this crime. Recently Social intolerance has advanced significantly largely due to Internet. There is an increasing tendency in us to react furiously to the situation or statement, which is not in our favor. Then where do we stand? Even though article 19(1) (a) of Indian Constitution clearly mentions we have the right to freedom of speech and expression, do we see its practice in real life? If an individual just shares his / her personal opinion on any given issue then is it justified to criticize his / her point of view or trying to manipulate that just to show ourselves right?

The crucial question, therefore, is whether the social networking sites have truly envisaged freedom of expression to the extent that one decides? Several antecedents have shown that it has generated hate campaigns and animosities. However, one should also consider the positives that have come because of social networking sites. It should be credited for bringing the world together and making it global.

## **OBJECTIVES**

This paper makes an attempt to examine the degree of freedom that the social networking sites have provided and people's perception about the freedom that they enjoy while using these sites. The objectives are;

- To study the extent of social media usage
- Whether there is freedom of expression on social media sites
- To study the tolerance level of social media users.

Understanding that a majority of the population are accessible to New Media in one way or the other, it is time now think how this media can be used for creating a strong platform to express our thoughts without any obstruction. This study will be based on field survey research with a sample consisting of 150 respondents drawn from Bangalore city using simple random sampling method. Since this is a study on the perception and the practice, only primary data will substantiate the facts. The outcome will be the consolidation of the findings envisaged by the survey.

### **ANALYSIS**

The data collected from 150 respondents was analysed. The analysis makes interesting revelations.

Table -1: Demographic Details of Respondents

<b>Age group</b>	<b>Male</b>		<b>Female</b>		<b>Total</b>	
	<b>f</b>	<b>%</b>	<b>f</b>	<b>%</b>	<b>f</b>	<b>%</b>
16-20	12	8.0	40	27.0	52	34.66
21-24	21	14.0	38	25.0	59	39.33
25-29	13	9.0	12	8.0	25	16.66
30-34	6	4.0	3	2.0	9	6.0
35-39	1	0.7	4	2.3	5	3.33
Total	54	35.76	96	64.23	150	100

Table 1 signifies out of people interviewed 8 percent of the male respondents and 27 percent of the female respondents belonged to the age group of 16-20, 14 percent of the male respondents and 25 percent of the female respondents were from the age group of 21-24, 9 percent of the male respondents and 8 percent of female respondent belonged to the age group of 25-29, 4 percent of the male respondent and 2 percent of the female respondents were from the age group of 30-34, 0.7 percent of the male respondent and 2.3 of the female respondent belonged to the age group of 35-39. The respondents were chosen by simple random sample and care was taken for equal representation of respondents in all age groups.

Table - 2: Occupational Status of Respondents

Occupation	Student	Teacher	Doctor	Engineer	Others
f	103	13	3	11	20
%	69.0	8.7	2.0	7.3	13.3

Table 2 signifies that out of people interviewed 69 percent of the respondents are students, 8.7 percent are teachers, 7.3 percent are engineers, 2 percent are doctors, and 13.3 percent have some other occupation.

Table - 3: Preferred Mode of Accessing Internet

Internet Access	Laptop	Computer	Mobile Phone
f	89	15	135
%	59.33	10.0	90.0

Table 3 shows that 59 percent of 150 respondents access Internet from laptop, 10 percent of them access Internet from computer whereas 90 percent of the respondents prefer their mobile phones for accessing Internet. This is a significant revelation as majority of respondents are students and study reveals the change in media habits of younger generation who prefer mobile phones over computers to access Internet.

Table - 4 : Respondents using Social Networking Sites

Social Networking Site	f	%
Yes	146	97.33
No	4	2.66

From the Table 4 it is evident that the majority of the respondents i.e., 97.3 percent of them use Social Networking Sites while negligible percent (2.66 percent) of the respondents do not prefer using Social Networking Sites. The study endorses the recent trend seen in SNS usage.

Table -5: Frequency of using Social Networking Sites

Frequency	f	%
Daily	103	68.66
Alternate Days	25	16.66
Weekly	10	6.66
Rarely	12	8.0

Table 5 indicates that 68.66 percent of the total respondents use social

networking sites whereas 17percent of them use it in every alternate day. Very few (7 percent) of the respondents access social networking sites on a weekly basis and 8 percent of the respondents rarely use those sites.

Table -6 Purpose of using Social Networking Sites

<b>Purpose</b>	<b>f</b>	<b>%</b>
(a) To get connected with friends and family	58	38.66
(b) To use social networking sites as a platform for discussing serious issues	2	1.33
Both (a) and (b)	78	52.0
None of the above	12	8.0

The above Table 6, indicates that 39 percent of the interviewed people use Social Networking Sites to get connected to friends and family, while 1.3 percent of them use these sites as a platform for serious discussion. Over 52 percent out of the total respondents use social networking sites for both social connections and serious discussion and 8 percent of them does not use these sites due to any of the above reasons. Primarily, it is used more for getting connected with family and friends than for discussion, says the study.

Table -7: Where Respondents are More Comfortable in Sharing Views

<b>Place for Sharing Views</b>	<b>f</b>	<b>%</b>
(a) Real world i.e., speaking or writing directly to the person you want to	46	30.66
(b) Virtual world i.e.,through social networking sites	17	11.33
Both (a) and (b)	83	55.33
None of the above	4	2.66

Table 7 signifies that the 31 percent of the respondents are comfortable in sharing their views in real world whereas 11 percent of them are comfortable to express their thoughts in virtual world. Interestingly, 55 percent of the total respondents do not hesitate to speak their heart out in both real world and virtual world while 3 percent of the respondents do not feel comfortable to share their views anywhere at all.

Table -8: Respondents like to get Comments on Posts – Positive/  
Negative

Likes in SNS	f	%
Always	44	29.33
May be	30	20.0
Sometimes	61	40.66
Never	15	10.0

Table 8 indicates that 29 percent of the total interviewed people expect comments on their posts irrespective of whether it is positive or negative, whereas 41 percent of them sometimes like to get comments, 20 percent are not sure about their expectations and 9 percent never like to get any kind of positive as well as negative comments regarding their posts.

Table –9: Respondents' Reaction to Negative Criticism on Posts

How respondents react to negative criticism on their posts?	f	%
Making points to prove yourself right and the other one wrong	23	15.33
Just ignoring the comment	39	26.0
Depends on the topic of your post	87	58.0

Table 9 indicates that most of the respondents' reactions to negative comments depend on the topic of their post. When 58 percent of the respondents agree to this point, 15 percent says that they try to make points supporting their views and 26 percent just ignore others' comments.

Table -10: Respondents' Reaction to Negative Attitude of People

Respondents' Reaction to Negative Attitude of People towards their thought	f	%
Coolly because it cannot change your personal opinion	127	84.66
You get upset due to less popularity and people's disagreement with your point of view	21	14.00

Table 10 signifies that 85 percent of the respondents take other's negative comments to their posts in a cool manner since those comments cannot change their personal opinion whereas 14 percent get upset to see people's disagreements with their thoughts.

Table -11: Respondents Like to Comment or Criticize on SNS

Frequency of comment	f	%
Always	16	10.66
Rarely	64	42.66
Very often	34	22.66
Never	36	24.0

Table 11 signifies that out of people interviewed, 11 percent always like to criticize or comment on other's post, 23 percent very often comment on other's post, 43 percent rarely prefer to criticize other's thoughts whereas 25 percent of the respondents never want to comment or criticize other's opinion on Social Networking Sites.

Table -12: Opinion about freedom of speech and expression on SNS

Opinion	f	%
Always	58	38.66
May be	27	18.00
Somewhat	58	38.66
Never	7	4.6

The above Table 12 clearly shows that there is almost an equality of opinions of the respondents regarding the freedom of speech and expression on social media whereas 38.6 percent of the total respondents think that we always or somewhat get enough freedom of speech on social media to express our views. When 18 percent are not sure about the fact, 5 percent think that we never get enough freedom to speak our heart out on Social Networking Sites.

Table -13: Respondents' Perception about Intolerance to Divergent Opinion

Level of Intolerance	f	%
Increases	87	58.0
Decreases	12	8.0
Remains the same	17	11.33
Not sure	34	22.66

Table 13 shows that majority (58 percent) of the interviewed people



perceive that the intolerance of public to one's opinion will increase with time, whereas 8 percent thinks the rate of intolerance will decrease, 11 percent opines that it will remain the same and 23 percent are not sure about the growing intolerance of people on Social networking sites.

People have given different opinions about the status of Social Networking Sites in the upcoming years. Even though most of the respondents did not hesitate to state that social media has a bright future since people will be more dependent on these sites day by day because of its advanced technology and it will be difficult for the upcoming generation to even survive without Social Networking Sites. Many of them feel that this virtual world will completely take over the real life in near future if people start getting addicted to it at this pace and give less importance to reality. Yet, ultimately, the future of Social Networking Sites depends on its users who hopefully will handle it maturely enough with its pros and cons.

The social media networks commonly referred to as our virtual best friends, are not in fact our "best" friends. Everything and anything we post is scrutinized by a million eyes. According to the majority of the interviewed people, the contents of the social media must be regulated. People have demanded more restriction and filtration for the contents being posted on Social Networking Sites so that obscene posts cannot be circulated by any means. Truthfulness should be encouraged more and freedom of speech should not continue to give birth to fake news. Though we tend to being social on social media, it is making us isolated in reality, therefore there need to be some limitation in the time of usage. People want the privacy settings stronger so that hacking or any other kind of cyber crime cannot take place. On the other hand, few respondents opined that since personal opinion matters from individual to individual and most often it cannot be contained in 'acceptable content', the contents of social networking media should not be regulated otherwise it will be as restricted as other media.

In this 21<sup>st</sup> century, our huge dependence on social media has created many expectations in our mind. We want more and more from this virtual friend. While most of the respondents demand for more freedom of speech, few think that too much freedom can be dangerous since people need to have a clear idea of what all contents can be expressed in public. This

virtual friend should not get the power to snatch our real friends and we cannot let the humanity lost in the crowd of tech savvy minds.

## **CONCLUSION**

With above observations we can understand that there is a maximum usage of social networking sites and the status of freedom of speech and expression on these sites. Even though we think that our virtual friend can be our best friend, our best companion in any situations of life, let it be happy, sad, challenging or inspiring, it is not actually that kind when we want to speak our heart out with this friend. Indian constitution has given us the right to freedom of speech and expression, but some always try to snatch those rights. It is hopeful to study that though a majority thinks that we become deprived of our rights on social media, they at least do not want to interfere in the personal thoughts of an individual. However, their sad opinions about the future of growing intolerance to one's opinion make us think about the future of social media. On one side, people depend too much on this media but on the other side, they tend to lose their faith on this media because of its circulation of lots of fake affairs. If truthfulness cannot be encouraged, then the credibility of social media will be questioned which ultimately create a doubtful unpredictable future of the social networking sites.

A healthy criticism is not always bad, but an offensive abusive comment may cost someone's life. On the other hand, many people do not have a proper acknowledgement of the contents can be posted on social networking walls as a result of which some obscene fake pictures or news are still being circulated. Lack of particular code of conduct for social media is a major reason behind this.

## **REFERENCES**

1. Chen Guo-Ming, The Impact of new media in intercultural communication in global context, China Media Research, 2012.
2. <http://wikipedia.org>
3. <http://www.unesco.org>
4. <https://freedomhouse.org/reports> 2015

# Analysis of Media Intervention in Development - A Survey of Mysore District

N. USHA RANI

## Abstract

*Mass media which is a social institution and pervades all these dimensions is yet to get recognition as a dimension to measure development. All development including social development requires some kind of behavior change on the part of stakeholders. The critique of media intervention in development of any kind premised that the overall change of social structure is the fundamental prerequisite for the attainment of genuinely human and demographic development. Media Index is a composite index obtained as a weighted combination of indicators pertaining to variety of dimensions. The focus of this study is to investigate the viability of integrating media dimension in measuring development. The crucial issues of development like Gender, Corruption, RTI, Swacch Bharath Abhyan issues, that have become the flagship programmes of successive governments have been selected to assess media intervention. The study has been conducted in Mysore district which was declared as cleanest city in India successively for few years.*

**Keywords;** Development, Gender, Corruption, RTI, Swacch Bharath Abhyan, Media intervention

**Author: Prof.N.Usha Rani,** Professor, Department of Journalism & Mass Communication, University of Mysore, Mysore-570 006, India. Email: usharani\_mc@yahoo.co.in

## INTRODUCTION

Today there has been recognition of the existence of socio-cultural dimension of developments in the field of information and communication technologies. Development is more comprehensive to include social, cultural and environment and peace besides economic dimensions. “*Development is first and foremost social.....intimately linked to peace, human rights, democratic governance, environment .....culture and life styles of the*

people” (world summit for social development, UNESCO) .

Development is measured on the basis of scientifically validated scientific, economic, social, political and cultural dimensions and indicators. Mass media, which is a social institution and pervades all these dimensions, is yet to get recognition as a dimension to measure development. Nevertheless, endeavours have been made by UN to measure Human Development by incorporating media as a dimension but with little consistency.

UNESCO was instrumental in initiating a debate on access to information as a prerequisite to development since its inception in 1945. UNESCO successfully gave a new dimension to the concept of development by widening the perception of poverty to correlate with education, knowledge, and communication. Poverty is a combination of materialistic and non-materialistic needs. “It also reflects poor health and education, deprivation in knowledge and communication, inability to exercise human and political rights and the absence of dignity, confidence and self-respect” (UNDP, 1997, 9, iii).

Over the centuries, every nation has endeavoured to reach higher levels of human progress by adopting various measures of transformation of the society based on economic and social development, cultural changes, political policies, and educational improvements. All development requires some kind of behavior change on the part of stakeholders. Research shows that changing knowledge and attitudes does not necessarily translate into behavior change. In order to effect behavior change, it is necessary to understand why people do what they do and understand the barriers to change or adopting new practices. It is not enough to raise awareness of the “benefits,” it is critical to understand peoples’ barriers or the “costs” they perceive such a change would entail.

The critique of media intervention in development of any kind premised that the overall change of social structure is the fundamental prerequisite for the attainment of genuinely human and demographic development. In the classic study, *The passing of traditional society* Daniel Lerner showed that there was a strong correlation between the indices of the mass media and socio-economic and political development of a nation. In other words,

he showed that the mass media were both an index and agent of modernization in societies. In the recent past, communication research has given increasing attention to the role of larger social-structural and economic factors in a particular society rather than individual factors in development. What is apparent from the results of research in rural development over the past two decades, is the need to consider communication not as a simple independent variable but as both a dependent and independent variable in a complex set of relationships with social, economic and political structures and processes.

## **REVIEW OF LITERATURE**

Measuring media performance in general and media freedom in particular is not new in academic world. Several studies have thrown insight into the concept of media freedom, methodology to be adopted and validity of indexing media environment. Many studies point to the 'strong evidence of the reliability of the most prominent measures of media systems, namely media freedom and media independence. (Lee B. Becker and Tudor Vlad, 2009). Studies have endorsed most of these measures used by international agencies like Freedom House, Reporters with Borders and IREX as they find high degree of correlation in their rankings.

Political regimes have always challenged ratings of media accusing international agencies of bias and subjectivity and far from reality. Media is complex and non-linear and is difficult to measure but the evaluation of the measures by many researchers endorse the premise that 'it is not correct to speak of a 'Western' and 'non Western' bias. Concepts of media freedom differ considerably around the world, not only between Western countries and other parts of the world, but also between the U.S. and Western Europe, for example. There are even remarkable differences between points of view held in different Western European countries, such as Germany, France, and Great Britain'. (Holtz-Bacha, C. ,2004).

Ratings are not just mere numbers but indicators of the political environment, diversity of views, finances, media resources, development programmes and safety of journalists of individual countries. "Everybody

knows that these numbers are not perfect and not without error,” says Mark Nelson of the World Bank Institute. “You have to use caution in interpreting the data ... but they are really important and useful.” In a perfect world, he says, there would be solid data on such issues as newspaper circulation and ownership of the media in every country of the world. In the meantime, there are the media freedom studies, which he likens to public opinion polls—worth paying attention to in decision-making, but not infallible. (John Burgess, 2010).

The ratings are quantitative and tested by researchers to make it more acceptable with statistical applications. The oldest rating agency, Freedom House’s methodology is “not completely scientific,” says Karin Karlekar, managing editor of Freedom House’s study. “We are producing data, but I would say it’s soft data rather than hard data.”. (John Burgess, 2010). Many studies point out to the contradictions and ambiguity in media index floated by international agencies. ‘The challenge is that media is an aggregate term. It neatly compresses a dynamic and diverse range of platforms (e.g. television, radio, print, online, mobile) into a single variable. While this consolidated view provides a means to speak generally about a country’s “media environment,” it also masks significant differences between types of media (platforms), between outlets (within and across platforms) and between those who own and control them (e.g. state, commercial, and community)’. (Power, Godfrey, McCurdy , 2010).

## **METHODOLOGY**

Media Index is a composite index obtained as a weighted combination of indicators pertaining to variety of dimensions. The focus of this study is to investigate the role of media dimension in the effective communication of social agenda like gender, corruption, RTI and *Swacch Bharath Abhyan* issues which are the flag ship welfare programmes of both state and central governments.

This study adopts survey method as the most appropriate method to investigate the objectives. The study was conducted in Mysore district of Karnataka state. Mysore district was chosen because it is emerging as the

IT bowl in the state as it is home of world renowned IT industry. Secondly, Mysore district was chosen because Mysore city in the district has been declared the cleanest city in India for few years.

## **SAMPLING**

Sampling was based on selection index consisting of sex ratio index, education index, health index, Per capita income index and percentage of SC and ST and Minorities in population in districts. Taluks within the selected district was based on the CCDI- Composite Development Index values to get a representative sample. A survey with a pre-tested questionnaire was used for data collection.

The sample household size in Mysuru district is 1,210, which included 833 (67 percent) rural and 377 (31 percent) from urban households. Urban households means households in small towns that do not consist of high end urban households. Sample had equal representation of males and females. This is representative of gender diversity in population consisting 50.37 percent males and 49.63 percent females in Mysore district.

The sample consisted of 1210 House Holds (HH) in three taluks, Mysuru, T.Narasipura and H.D.Kote consisting of 833 rural and 377 urban HH. A total of 381 HH in H.D.Kote taluk consisting of 361 rural 20 urban HH were surveyed. A total of 426 HH in Mysore taluk consisting of 117 rural and 309 urban HH were surveyed. A total of 403 HH in T.Narasipura taluk consisting of 355 rural and 48 urban HH were surveyed.

A total of 5660 family members represented 1210 HH in 3 taluks. H.D.Kote taluk consisted of 1800 family members in rural (1702) and urban (98) distributed in 381 HH. Mysuru taluk consisted of 1975 family members in rural (559) and urban (1416) distributed in 426 HH. T.Narasipura taluk consisted of 1885 family members in rural (1665) and urban (220) distributed in 403 HH. The mean family size in surveyed HH in Mysuru district is 4.7 with 4.7 in rural and 4.6 in urban HH. In H.D.Kote the mean family size is 4.7 with 4.7 in rural and 4.9 in urban HH. In Mysuru taluk, the mean family size is 4.6 with 4.8 in rural and 4.6 in urban HH. In T.Narasipura taluk, the mean family size is 4.7 with 4.7 in rural and 4.6 in urban HH.

## OBJECTIVES

- To analyze the levels and consequences of media intervention in the process of development;
- To survey the role of media and its implications on development with respect to issues like gender, corruption, RTI, *Swacch Bharath Abhyan*;

## ANALYSIS AND DISCUSSION

### Demographic Profile

Mysuru district with a total area of 6307 sq.km has 3 million (3,001,127) population amounting to 4.9 percent of the total population of the state and is third largest after Bangalore and Belgaum. As per the 2011 census report of India, nearly 58 percent of the total population live in villages is the rationale for giving primacy to rural households in the survey. The district has seven taluks, 1,353 villages, 235 Gram Panchayats and 09 towns with a total of 6,98,302 households. The taluks are Periyapatna, Hunsur, Krishnarajanagara, Mysuru, Heggadadevankote, Nanjangud and T.Narisipur.

The decadal population growth in 2011 was 13.63 percent from 15.75 percent in 2001 and ranks 11<sup>th</sup> in the State in terms of decadal growth. In rural population the district occupies 3<sup>rd</sup> highest whereas in urban population it is 2<sup>nd</sup> highest in the entire state. Karnataka state has secured 10<sup>th</sup> position in human development performance at the national level indicating lower rank than previous decades since 1981. Mysore district is ranked 12<sup>th</sup> in state HDI rank index and has scored high in Living Standard (5) but has low presence in Health (20) and Education (21) indices. As far as Gender Inequality Index (GII), the district has moderate ranking of 14 (lower the GII value, lower is the inequality) indicating moderate performance in Health (12), Empowerment Index (17) and labour (17) of women. Mysuru district has 13<sup>th</sup> rank in the State in Sex ratio of 985 in 2011 census and has a growth of 2.1 percent as compared to 2001. District demographic profile shows that SC and ST constitute 17.88 percent and 11.55 percent in the total population. As per census, district has a literacy of 72.79 percent and is ranked 18<sup>th</sup> with male literacy (78.46 percent) higher than district literacy rate. In female



literacy (67.06 percent), district is ranked 13 and in rural female literacy (55.78 percent), Mysore district is ranked 22<sup>nd</sup> which is less than the state average 58.32 percent.

### Media Intervention - Gender

Fig 1. Medium that delivered more information on **Crime against women**—Perception of Rural households

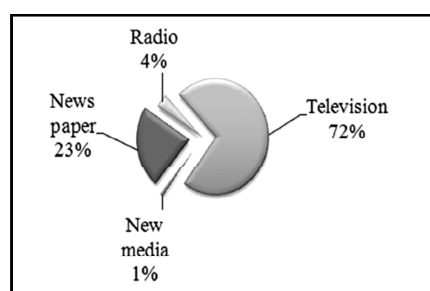
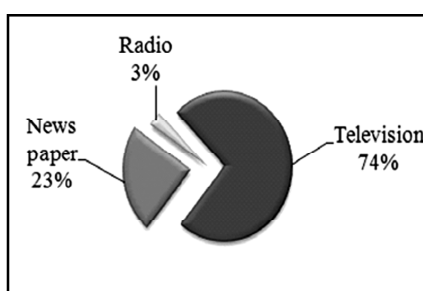


Fig 2. Medium that delivered more information on **Crime against women** – Urban households



Answering to the query on the medium that has delivered more information on *crime against women*, it is observed that among the rural households, 72 percent of the respondents and almost a similar percentage (74 percent) of urban households believe that Television is the media that delivers more information on crime against women. As obvious to the given trend, *Newspaper* is the second most information source of media where in 23 percent of the respondents of rural area and 23 percent of the urban area opting for it. Radio and New media is far behind the newspaper and television with only four percent of rural and three percent of urban households accepting the fact it brings more information on crime against women.

Table 1. How often do you think are stories to sensitize or sensationalize public on issue of crime against women?

Media	Media provides useful information	%	Media is always protective	%	Only few programs media are protective	%	No reply	%
Newspaper	331	27.4	62	5.1	133	10.9	684	56.5
Radio	97	8.02	36	2.9	128	10.6	949	78.4
Television	562	46.5	225	18.6	187	15.5	236	19.5
Internet	41	3.4	31	2.6	133	10.9	1005	83.1

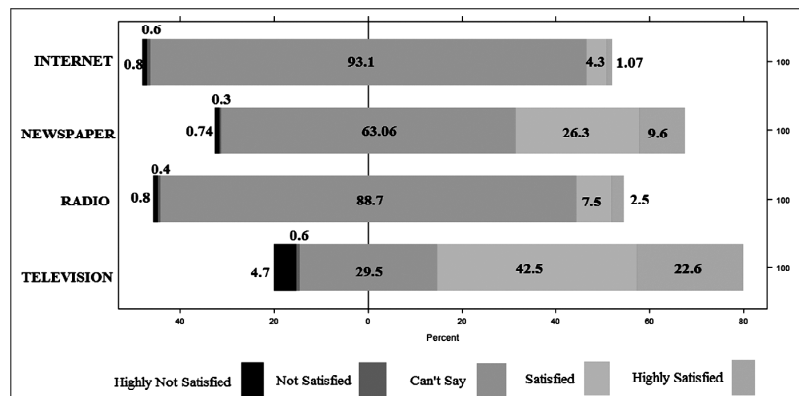
Furthermore, when asked the respondents about their views on the stories provided by different media to sensitize public on issue of crime against women, it is observed that with **Newspaper** as a media, 27.4 percent of the respondents believe that it has provided useful information and 5.1 percent believe that newspaper as a media is always protective while 10.9 believe that only few programmes the in media are protective. On the contrary 56.5 percent of the respondents did not answer to the above query.

Now with **Radio** as the media, 8.02 percent of the respondents believe that it has provided useful information and 2.9 percent believe that radio as a media is always protective while 10.6 believe that only few programmes in the media are protective. On the 78.4 percent of the respondents did not answer to the above query.

Now with **Television** as the media, 46.5 percent of the respondents believe that it has provided useful information and 18.6 percent believe that television as a media is always protective while 15.5 believe that only few programmes in the media are protective. On the contrary, 19.5 percent of the respondents did not answer to the above query.

Now with **Internet** as the media, 3.4 percent of the respondents believe that it has provided useful information and 2.6 percent believe that Internet as a media is always protective while 10.9 believe that only few programmes in the media are protective. On the 83.1 percent of the respondents did not answer to the above query.

Fig 3: Divergent stacked bar graph representing the level of satisfaction on coverage of crime stories against women by various types of media



The respondents' level of satisfaction with regard to reporting of cover stories pertaining to crime against women in various media makes interesting revelations. Firstly, with respect to **Internet**, it is observed that only 1.07 percent of the respondents seems to be highly satisfied and 4.3 percent of respondents being satisfied about the coverage of stories on crime against women. Surprisingly, 93 percent of the respondents remaining neutral while less than one percent of respondents being dissatisfied with regard to Internet as a media in reporting crime stories against women.

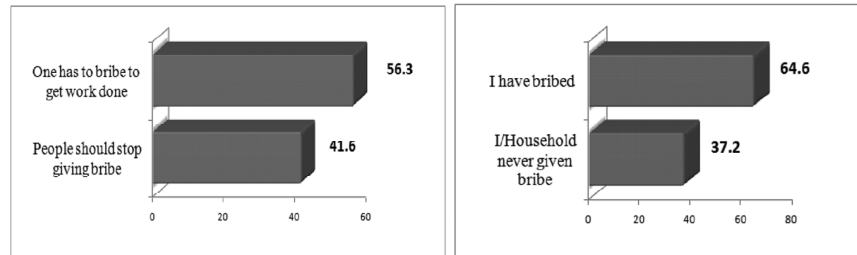
Now, with **Newspaper** as a media in covering the stories on crimes against women, it is observed that about 10 percent of respondents being highly satisfied and 26.3 percent of respondents being satisfied. Cumulatively about 36 percent of the respondents seem to be overall satisfied about the coverage of stories on crime against women. On the other, 63 percent of the respondents remaining neutral while less than one percent of respondents being dissatisfied with regard to **Newspaper** as a media in reporting crime stories against women.

With regard to **Radio** as a media in covering the stories on crimes against women, it is observed that only 2.5 percent of respondents being highly satisfied and 7.5 percent of respondents being satisfied. Cumulatively about 10 percent of the respondents seem to be overall satisfied about the coverage of stories on crime against women. On the other, 88 percent of the respondents remaining neutral while less than one percent of respondents being dissatisfied with regard to **Radio** as a media in reporting crime stories against women.

Finally, with **Television** as a media in covering the stories on crimes against women, it is observed that about 22.6 percent of respondents being highly satisfied and 42.5 percent of respondents being satisfied. Cumulatively about 66 percent of the respondents seem to be overall satisfied about the coverage of stories on crime against women. On the other, nearly one third (29.5 percent) of the respondents remaining neutral while less than ten percent of respondents being dissatisfied with regard to **Television** as the media in reporting crime stories against women. This clearly shows that the sample respondents are more satisfied with Television among all other media on the coverage of crime stories against women.

## Media Intervention - Corruption

Fig 4. What is your opinion about corruption?



When asked the respondents' opinion about corruption, 56.3 percent of them accepted that fact that one has to bribe to get the work done while 41.6 percent of them categorically stating that people should stop giving bribes. On the other, 64.6 percent of the respondents acknowledged that they have bribed the officials in return of some favors while 37.2 percent of the respondents categorically denying of paying any bribes to any officials.

Fig 5. Medium that delivered more information on **Corruption** – Perception of Rural households

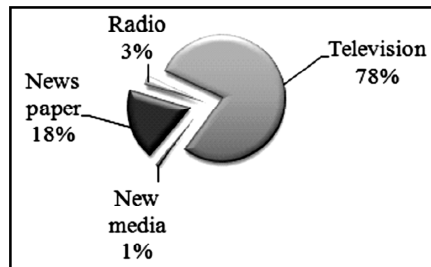
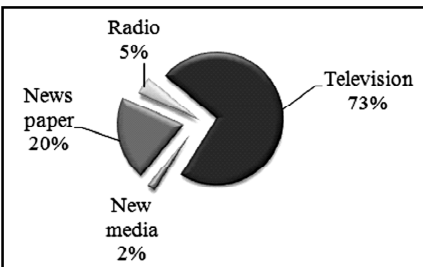


Fig 6. Medium that delivered more information on **Corruption** – Urban households



Similarly, answering to the query on the medium that has delivered more information on *corruption related issues*, it is observed that among the rural households, 78 percent of the respondents and almost a similar percentage (73 percent) of urban households believe that Television is the media that delivers more information on corruption. As obvious to the given trend, *Newspaper* is the second most information source of media where in 18 percent of the respondents of rural area and 20 percent of the urban area opting for it. Radio and New media is far behind the newspaper and television

with only four percent of rural and five percent of urban households accepting the fact it brings more information on corruption.

Table 2: Has media played role in sensitizing public against corruption?

	Percent
Strongly agree	8.6
Agree	44.71
Neutral	21.4
Disagree	10.5
Strongly Disagree	14.79

Answering to the query on their level of agreement on the role of media in sensitizing the public against corruption, only 8.6 percent of respondents strongly agreeing and 44.7 percent of respondents agreeing that media has indeed played a vital role in sensitizing public against corruption. Cumulatively, this constitutes 54 percent of the respondents agreeing to the above statement. On the other, nearly one fifth (21.4 percent) of the respondents remaining neutral while about ten percent of respondents disagree and 14.8 percent of respondents strongly disagreeing to the statement that media has play a pivotal role in sensitizing the public against corruption. Thus, this indicate that more than half of the sample respondents under the study agree that media has indeed played a critical role in bringing awareness about the corruption in the society.

Table 3: Have you participated in media in any form against corruption?

	Regularly	percent	Occasionally	percent	Never	percent
Media	2	0.17	5	0.41	1203	99.42
Writing stories to newspaper	2	0.17	4	0.33	1204	99.50
Letters to editor	0	0.00	5	0.41	1205	99.59
Citizen Journalist	1	0.08	4	0.33	1205	99.59
Participating in a debate on social media	0	0.00	3	0.25	1207	99.75
Participating in a radio programmes	0	0.00	0	0.00	1210	100.00
Others	953	78.76	7	0.58	250	20.66

When asked on whether they have participated in the media in any form such as writing stories to newspapers, letters to editor column, reporting as a citizen journalist, participating in a debate on social media or participating in radio programmes, it is emerged from the result that 99 percent of the respondents have ever involved themselves in any of the above mentioned form of participation in the media. Barely one percent of the respondents disclosed that they have indeed participated occasionally in writing stories and columns in newspapers and also acting as a citizen journalist and debating on social media.

### Media Intervention - RTI

Fig 7: Are you aware of RTI?

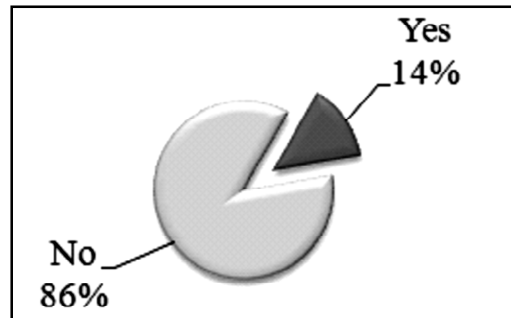
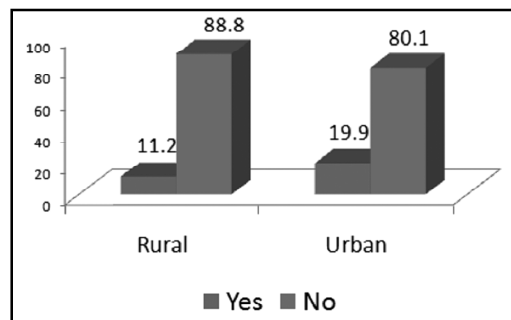


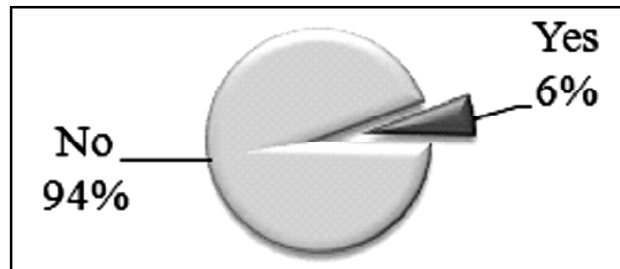
Fig 8: Are you aware of RTI? - By Rural and Urban



On the issue of awareness of Right to Information (RTI) Act, 86 percent of the respondents are not aware while only 14 percent of them are aware. Among those respondents not aware of RTI act, rural respondents constituted 88 percent and Urban respondents constituted 81 percent. On the other, among the respondents having awareness about RTI, 94 percent of rural

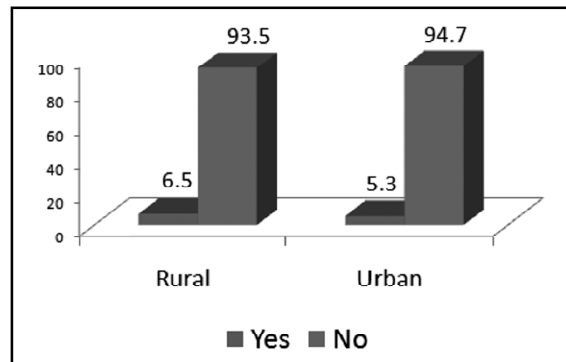
respondents and 95 percent of urban respondents have not used it. Hence, it could be concluded that in terms of unawareness and awareness of RTI, there is no significant difference between Urban and Rural sample respondents.

Fig 9 If Yes, ever used it?



N = 168 [Note: The respondents saying “Yes” are considered]

Fig 10 If Yes, ever used it? - By Rural and Urban



In continuation of the query on RTI, when asked to respondents having awareness of the purpose of RTI on whether they have ever franchised the benefit of RTI on any occasion, it emerged that 94 percent that of the respondents categorically stating they have not used RTI on any occasion while only six percent of them using it. Among those respondents having used RTI, about 60 percent [6 out of 10 respondents] are from rural representation and 40 percent [4 out of 10 respondents] are from urban area.

Table 4. Is media giving ample information on uses and benefits of RTI?

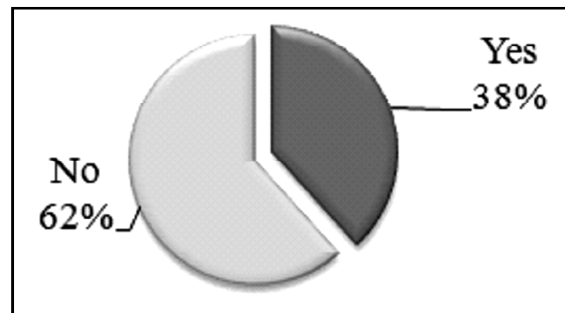
Strongly agree	1.07
Agree	9.75
Neutral	67.52
Disagree	19.09
Strongly Disagree	2.56

Furthermore, answering to the query on their level of agreement on the subject that media is giving ample information on uses and benefit of RTI, it is observed that only 1.7 percent of the respondents are strongly agreeing and 9.7 percent of respondents agreeing that media provide ample information on uses and benefits of RTI. Cumulatively, this constitutes 10 percent of the respondents agreeing to the above statement. On the other, nearly 68 percent of the respondents remaining neutral while about 19.9 percent of respondents disagree and 2.6 percent of respondents strongly disagreeing to the statement that media provide ample information on uses and benefits of RTI.

#### Media Intervention - *Swacch Bharath Abhiyan*

It is empirically proved that media is the primary source of information in general and television has no competitors. TV is the primary source of information in the rural households.

Fig 11. Are you aware of *Swacch Bharath Abhiyan*/Mission?



Now, responding to the query on the awareness of *Swacch Bharath Abhiyan*/Mission, it is observed that 62 percent of the respondents are aware of *Swacch Bharath Abhiyan*/Mission while 38 percent of the respondents not aware of this sanitation programme of the government.



### **Testing of Hypothesis**

At this stage, we intend to test the hypothesis that whether the Proportion of households having awareness of *Swaach Bharath Abhiyan* Mission differs across rural and urban households.

#### **Hypothesis # 1:**

##### **Awareness of *Swaach Bharath Abhiyan* Mission and influence of media about the mission:**

To test the whether the Proportion of households having awareness of *Swaach Bharath Abhiyan* Mission differs across rural and urban households.

$H_{1a}$ : The difference between the proportion of Urban households having awareness (saying “yes”) and to those of *Rural households* is equal to zero. This means that proportion of *Urban households* having awareness about *Swaach Bharath Abhiyan* Mission in same proportion as Rural households on agreeing to the above statement.

Now, the null hypothesis would be for the first statement would be

$$H_{3a} = \text{Prop (Urban households)} - \text{Prop (Rural households)} = 0$$

$H_{1b}$ : The difference between the proportion of Urban households having awareness (saying “yes”) and to those of Rural is less than to zero. This means that proportion of Urban households having awareness about *Swaach Bharath Abhiyan* Mission in less in proportion as Rural households on agreeing to the above statement.

$$H_{3b} = \text{Prop (Urban households)} - \text{Prop (Rural households)} < 0$$

$H_{1c}$ : The difference between the proportion of Rural households having awareness (saying “yes”) and to those of Urban is greater than to zero. This means that proportion of Urban households having awareness about *Swaach Bharath Abhiyan* Mission in higher proportion as Rural households on agreeing to the above statement.

$$H_{3c} = \text{Prop (Urban households)} - \text{Prop (Rural households)} > 0$$

Two group test of proportion result:

Table 5: Cross tabulation between type of household and level of awareness of *Swacch Bharath Abhiyan*

Type_house hold	Are you aware of Swacch Bharath Abhiyan/Mission?		Total
	No	Yes	
Urban	175	202	377
Rural	572	261	833
Total	747	463	1,210

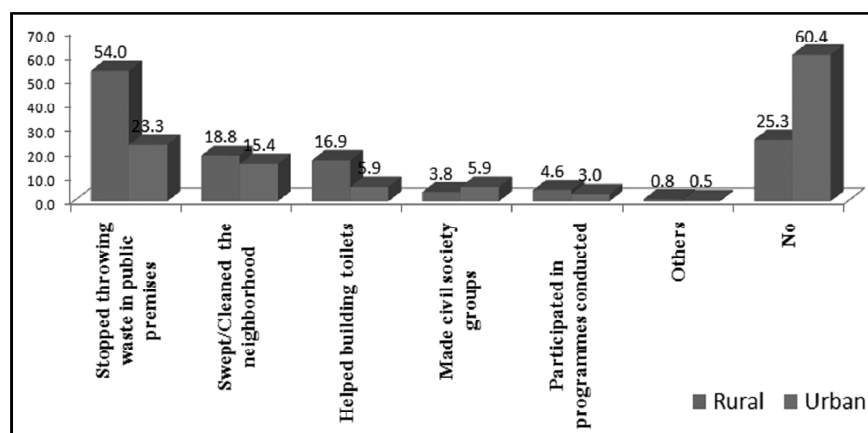
Table 6: Two sample test of proportions result:

Two-sample test of proportions					Urban: Number of obs =	377
					Rural: Number of obs =	833
Variable	Mean	Std. Err.	z	P> z	[95% Conf. Interval]	
Urban	.535809	.0256852			.485467	.5861511
Rural	.3133253	.0160713			.2818262	.3448245
diff	.2224837	.0302988			.1630992	.2818682
	under Ho:	.0301693	7.37	0.000		
diff = prop(Urban) - prop(Rural)					z =	7.3745
Ho: diff = 0						
Ha: diff < 0						
Pr(Z < z) = 1.0000						
Ha: diff != 0						
Pr( Z  <  z ) = 0.0000						
					Ha: diff > 0	
					Pr(Z > z) = 0.0000	

**Interpretation:**

From the above two sample test of proportion result, it emerges that the Proportion of Urban respondents saying “yes” [i.e,  $202/377 = 0.53$ ] is in higher proportion to that of Rural respondents [i.e,  $261/833 = 0.31$ ] because the difference is less than zero [encircled in blue colour] is statistically significant (as p-value (0.000) is less than 0.05) at 5percent level. Hence, the alternative hypothesis  $H_{3c}$  is accepted. In other words, one would conclude that there is a statistical evidence to say that proportion of Urban households having awareness about Swaach Bharath Abhiyan Mission is higher proportion in Rural households.

Fig 12: If Yes, how have you contributed to this mission?

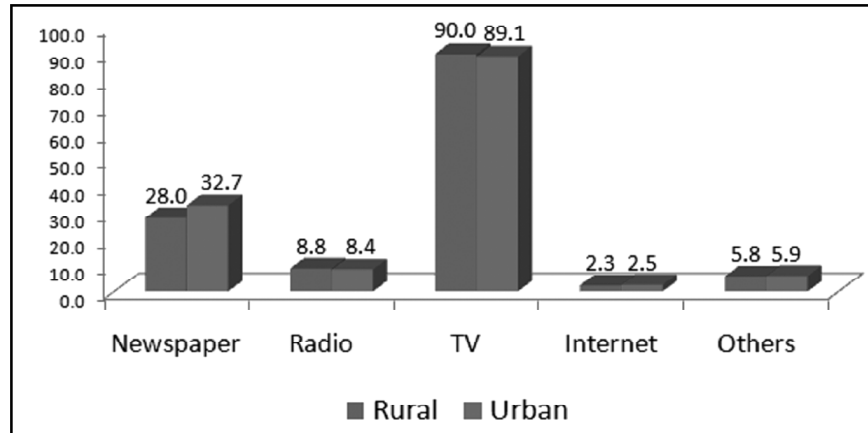


N = 463

Further, when asked the respondents the way they contributed towards *Swacch Bharath Abhiyan*/Mission, the responses are noteworthy. Accordingly, 54 percent of the rural households and 23.3 percent of the urban households under the study have stopped through waste in public premises. Likewise, 18.8 percent of the rural households and 15.4 percent of the urban households swept/cleaned the neighbourhood; 16.9 percent of the rural households and 5.9 percent of the urban households volunteered themselves in building toilets etc. On the other 25.3 percent of the rural households and 60.4 percent of the urban households disclosed that they did not involve themselves in any form towards *Swacch Bharath Abhiyan*/Mission.

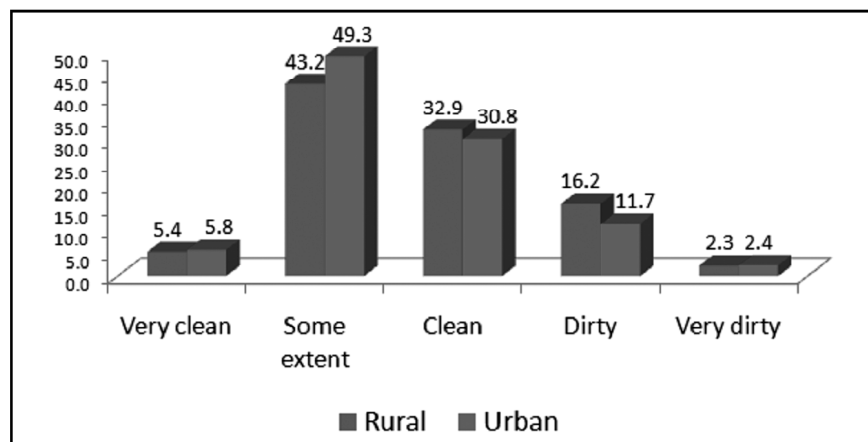
On the source of obtaining information regarding *Swacch Bharath Abhiyan* / Mission, 90.0 percent of the rural households and 89.1 percent of the urban households said that *Television* is the primary and main source of information regarding this flagship programme of the government. Similarly, in case of 28.0 percent of the rural households and 32.7 percent of the urban households said that *Newspaper* is the primary and main source of information about this programme. However, other sources such as Radio, Internet have not been very successful

Fig 13: Through which medium did you get to know about this mission?



as the source of information regarding *Swacch Bharath Abhiyan* / Mission. Empirically, the study gives evidence in support of media intervention in creating awareness about one of the national campaigns, a mass movement about Clean India Mission launched by Prime Minister Narendra Modi on Gandhi *Jayanthi* day October 2, 2014. This campaign has been sanctioned Rs.9000 crore in the union budget of 2016-17 which is India's biggest drive and budgetary allocation to improve sanitation and cleanliness especially in rural India. The mission is slated to cover 4,041 statutory cities and towns in India.

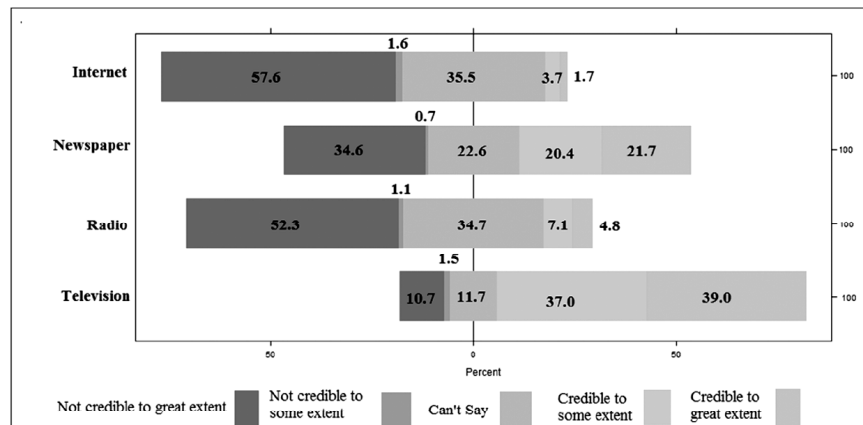
Fig 14. Is your village / neighbourhood clean?



According to the respondents, 43.2 percent of the rural households and 49.3 percent of the urban households believe that their neighborhood is clean to some extent while 32.9 percent (Rural) and 30.8 percent (urban) respondents rating as clean. On the other, 16.2 percent (Rural) and 11.7 percent (urban) respondents rating their neighborhood as dirty. Majority agree that Mysore district is clean that endorses the cleanest city in India tag given to Mysore city, in 1 million plus population category. Mysuru is the cleanest city in India based on the 'Swachh Survekshan' survey conducted by Quality Council of India and the Urban Development Ministry as a part of the *Swachh Bharat Abhiyaan*.

### Media Credibility

Fig 15. Which media do you think is more credible for delivering news?



The respondents' perception regarding the level of credibility with regard to reporting news is depicted. Firstly, with respect to **Internet**, it is observed that only 1.7 percent of the respondent seems to be saying that it is credible to a greater extent and 3.7 percent of respondents stating that the delivery of the news in Internet as a media is credible to some extent. 36.5 percent of the respondents remained neutral while 1.6 percent of the respondents disclosed that the delivery or coverage of news on Internet as a social media is not credible to some extent and 57.6 percent of the respondents disclosed that delivery or coverage of news on Internet as a media is not at credible to a greater extent.

Now, with respect to **Newspaper**, it is observed that 21.7 percent of the respondent seems to be saying that it is credible to a greater extent and 20.4 percent of respondents stating that the delivery of the news in **Newspaper** as a media is credible to some extent. 22.6 percent of the respondents remained neutral while 0.7 percent of the respondents disclosed that the delivery or coverage of news on **Newspaper** as a social media is not credible to some extent and 34.6 percent of the respondents disclosed that delivery or coverage of news on **Newspaper** as a media is not at credible to a greater extent.

With regard to **Radio**, it is observed that 4.8 percent of the respondent seems to be saying that it is credible to a greater extent and 7.1 percent of respondents stating that the delivery of the news in **Radio** as a media is credible to some extent. 34.7 percent of the respondents remained neutral while 1.1 percent of the respondents disclosed that the delivery or coverage of news on **Radio** as a social media is not credible to some extent and 52.3 percent of the respondents disclosed that delivery or coverage of news on **Radio** as a media is not at credible to a greater extent.

Finally, with **Television** as a media in delivering the news, it is observed that 39.8 percent of the respondent seems to be saying that it is credible to a greater extent and 37.0 percent of respondents stating that the delivery of the news in **Television** as a media is credible to some extent. 11.7 percent of the respondents remained neutral while 1.5 percent of the respondents disclosed that the delivery or coverage of news on **Television** as a social media is not credible to some extent and 10.7 percent of the respondents disclosed that delivery or coverage of news on **Television** as a media is not at credible to a greater extent.

## CONCLUSION

Media impact of social messages intending to create awareness has elicited positive response from those who watch these programmes as majority believe that media is effective. The level of satisfaction of media coverage of development issues is not encouraging. High percent of people are not satisfied with both newspaper and radio coverage of development. However, television being primary source of information finds better positioned

with majority of viewers seems satisfied with its coverage of development issues.

Awareness of development programmes clearly indicates that on an average only 40 percent of the respondents are aware of flagship social welfare schemes of the state government. Television is claimed to be the source of information of welfare programmes than newspaper and radio. Media intervention in specific issues related analysis shows that both urban and rural households agree that television coverage of crime against women so also corruption issues is high than in newspapers and radio. Cumulatively about 66 percent of the respondents seem to be overall satisfied about the coverage of stories on crime against women. This clearly shows that the sample respondents are more satisfied with Television among all other media on the coverage of crime stories against women. More than half of the respondents agree that media has played a role in sensitizing public against corruption. Statistically it is proved that a higher proportion of respondents under the sample study believe that Media has indeed played a pivotal role in sensitizing public against corruption.

Undoubtedly, television has been regarded as a most important daily source of news on prominent issues by high percent whereas newspaper gets lower to moderate preference. Statistically, one could conclude that **television** as a media has been given a greater credibility towards delivery of news than newspaper and radio.

However, participation in public discourse in radio and television and contributing to newspapers are the tasks that have never been attempted by the respondents indicating low level of participatory culture among respondents in Mysore district.

## REFERENCES

1. Diego Giannone, Ruth De Frutos, 10 (2016) Measuring Freedom of Information: Issues and Opportunities from an Expert Survey, International Journal of Communication.
2. Freedom of the Press Index 2015, Freedom House, New York, USA
3. Economic Survey of Karnataka 2015-16. <http://des.kar.nic.in> Retrieved on 22/1/2017

4. Gerry Power, Anna Godfrey, Patrick McCurdy, 2010, "When theory meets practice: Critical reflections from the field on press freedom indices," Manuscript submitted to S. Abbott and M. Price (eds), *Evaluating the Evaluators: Measures of Press Freedom and Media Contributions to Development*, New Jersey: Hampton Press.
5. Holtz-Bacha, C. (2004). What is "good" press freedom? The difficulty of measuring freedom of the press worldwide. Paper presented to the 2004 conference of the International Association for Media and Communication Research (IAMCR), Porto Alegre, Brazil, 25-30 July).
6. Human Development Reports
7. India Census 2011 Report
8. James Midgley, *Social Development: Theory and Practice*, Reza Hasmath, *The Journal of Development Studies*, Vol 50, Issue 9, 2004.
9. John Burgess, (2010) *Evaluating the Evaluators: Media Freedom Indexes and What They Measure*, National Endowment for Democracy).
10. Laura Schneider, *Media Freedom Indices, 2014*, Deutsche Welle, Germany
11. United Nations Development Programme, *Human Development Report*, 1991
12. Usharani N., *Media Indexing to Measure Freedom and Development*, *Journal of Media and Social Development*, Vol 3 Issue 4.



# Television Talk Shows in Bangladesh: Public sphere challenges

ZAHEDUR RAHMAN ARMAN  
REZAUL KARIM

## Abstract

*Television talk shows are very popular in Bangladesh. People want to know descriptively what is happening at home and abroad. On television talk shows, experienced and well known guests analyse contemporary issues and events. These kind of programs can be a public platform where everyone has an equal opportunity to participate in a debate by which democratic decisions are reached. Through creating this kind of public opportunity, television talk shows can create awareness among the country's common people on different political, social, and economic issues. It also plays an important role in drawing attention of the government and policy makers to their activities. In this study, the researcher has used content analysis and survey methods with research tools like in-depth interview for data collection. Two television talk shows like "Tritiyo Matra" of Channel i television and "Ekattor Journal" of Ekushey television. The two talk shows were selected from November 25, 2014 to January 05, 2015. During this time, Bangladesh experienced a turbulent political situation between the two major political parties. If the talk shows of Bangladeshi television channels play a vital role then one can guess what is going on throughout the country. In this study, the researcher has found that television talk shows are mostly elite centric, male centric and city centric. There is a little public participation in the talk shows. Discussions of talk shows are ill informed and polarised to the political parties, with a few exceptions. Politicians, business people and other decision makers decide what the issues and discussions are.*

**Keywords:** Television, Talk Show, Public Sphere.

**Author:** Zahedur Rahman Arman, Graduate Research Assistant, Department of Communication Studies, Edinboro University of Pennsylvania, USA.; **E-mail:** [za144722@scots.edinboro.edu](mailto:za144722@scots.edinboro.edu), Rezaul Karim, Assistant Professor, Department of Communication and Journalism, University of Chittagong, Chittagong-4331, Bangladesh; **E-mail:** [reza.mcj19@gmail.com](mailto:reza.mcj19@gmail.com)

## **INTRODUCTION**

Bangladesh is a democratic country in South Asia having 160 million people with \$1,466 per capita income. Bangladesh is identified as a next 11<sup>th</sup> economy in the world. According to Human Resource Development Report, Bangladesh has a major achieved significant progress in human development, gender equity and women empowerment, universal primary education, reducing population growth, food production, and health. At the same time, the country is facing lot of problems too. Political instability is another big problem in Bangladesh. More than thousands of lives were lost in the last two years in political clashes. In such a critical and disheveled situation of the country, media, especially television talk shows can play a vital role and create a public space, where masses can express their opinion and discuss about important issues of the state. They can discuss about corruption and political instability related issues and how to overcome these situations. Without mass media, openness and accountability are impossible in contemporary democracies. Mass media can help people to understand the operations of government, participate in political decisions, and hold government officials accountable (Balkin, 1998).

Currently, television is the most popular mass media in Bangladesh. According to AC Nielsen National Media and Demographic Survey (2011), 74 percent of the population has access to TV. It has a large audience compared to other traditional media like newspaper, magazine and radio. People want to know descriptively what is going on at home and abroad. In the talk shows, experienced and well known guests analyse different issues and events. These kind of programs, are indeed of public interest.

TV talk shows can create awareness among the country's common people on different political, social, and economic issues. It also can play an important role in drawing the attention of the government and policy makers on their activities even in absence of oppositions in the parliament. As the parliament of Bangladesh does not always work properly, talk shows can create a forum to raise the people's voice (BBC Media Action, 2012).

### **Television Industry and Television Talk Shows in Bangladesh**

The history of Bangladesh television (BTV) is embedded in the history of Pakistan Television (PTV). Television was introduced in East Pakistan in December 1964 with the opening of Dhaka station of PTV. Dhaka Station started its regular broadcasting in 1968. After the liberation war in 1971, Bangladesh government took control of the television network remaining in East Pakistan and the network was named Bangladesh television (Bhuiyan, 2002).

Bangladesh entered the era of satellite broadcasting in 1992, by giving access to CNN and the BBC to broadcast on the government-regulated channel – BTV. After this, it was expected that television channels would bring down the barriers stopping poor and marginalised people of the country accessing information. In the context of a dominance of foreign satellite channels in the country, ATN *Bangla*, the first *Bangla* private satellite channel came into being on July 15, 1997. ATN *Bangla* aimed at telecasting programmes in *Bangla* language for the viewers in more than one hundred countries across the world. *Channel-i*, established in 1999, is the first- ever digital *Bangla* television channel in Bangladesh. *Ekushey Television* (ETV), the first private terrestrial channel in Bangladesh began transmission in 2000. Now, there are around 30 television channels in Bangladesh.

In Bangladesh, the history of talk show is not very old phenomenon. During 2002-03, when Bangladesh continued to suffer from its complexities in politics, talk show programmes were introduced. “*Tritiyo Matra*” is the first television talk show program in Bangladesh ([www.tritiyomatra.com](http://www.tritiyomatra.com), 2013). In 2008, BBC World Service Trust introduced “*Songlap*”, a radio talk show program in Bangladesh (Page, 2008). The popularity of “*Tritiyo Matra*” and “*Songlap*” has promoted other television channels to introduce talk shows in various subjects and forms. Currently, almost all television channels have at least one talk show in a week. A talk show is a television or radio program where group of people discuss various topics moderated by a talk show host (Stelter, September 30, 2010). Sometimes, talk shows feature a panel of guests, usually consisting of a group of people who have great experience in relation to whatever issue is being discussed on the show for that episode.

### **Public Sphere**

The concept of ‘public sphere’ term was developed by Habermas in 1962. It refers to the notion of a public domain or arena where debates and discussion on various issues take place. According to Habermas, the principles of the public sphere initially evolved in the 17<sup>th</sup> and 18<sup>th</sup> centuries in the Europe, involved an open discussion of all issues of general concern, where issues relevant to the public good could be subject to informed debate and examination (Habermas, 1962). Habermas’ idea of public sphere is the principle of equal opportunity for everyone to participate in a debate, and the ability of individuals to communicate, negotiate and articulate ideas amongst themselves (Wahab, 2011). Thus, the public sphere presupposed freedom of speech and assembly, a free press, and the right to freely participate in political debate and decision-making.

Habermas’ notion of public sphere is same as the idea of participatory democracy by which democratic decisions come out, and that inform political action in society are reached. According to Habermas, the collapse of feudalism and the rise of middle class society in the 18<sup>th</sup> century, contributed a great deal in promoting his idea of participatory democracy. This kind of public sphere was an important agent in achieving the ideal condition for civil society. During the 18<sup>th</sup> century, the growth of coffee shops, salons and other public spaces, and the press created forum for self-expressions as well as platform for expressing opinions and agendas for public discussions which are free from state and market intervention (Wahab, 2011).

Interestingly, Habermas had also argued that media could be seen as providing space for every section in society, which includes marginalised individuals or group, to discuss their issues. Nowadays, media, especially television talk show is considered a spatial forum - that stimulates public discussion on various issues essential for the democratic process.

### **LITERATURE REVIEW**

The researcher has reviewed research articles and dissertations done on television and public sphere. In a research conducted on Pakistani television talk shows titled “Critical Discourse Analysis of Political TV Talk

Shows of Pakistani Media,” the researchers have found that political talk shows broadcast by private TV channels are working apparatuses of ideology and store meanings which are not always obvious for readers (Bilal & others, 2012). The study on reality talk shows in Tamil television channels in India, reveals that reality talk shows are effective and audience are able to relate to the topic discussed in the show (Prasad, 2012). In a study conducted on “television talk shows and the public sphere” in Malaysia, the study has found that television, especially talk show is used essentially to promote the ideology of the ruling elite (Wahab, 2011). A recent study on talk shows in Bangladesh satellite television channels has showed that talk shows reflect agenda of different political parties. The study also found that, nowadays, talk shows are grabbing attention of the public in Bangladesh (Rahman & Marjan, 2013).

## **METHODOLOGY**

In this study, the researcher has used content analysis and survey methods along with in-depth interview for data collection. Content analysis is widely used and a popular methodology in media research. It is a systematic, objective, and quantitative method to identify specific characteristics of a body of materials (Wimmer & Dominick, 2011). It consists of measuring lengths; counting words, phrases, images, and any specific phenomenon in a given set of texts; and summing them up (Hesmondhalgh, 2006). For content analysis, the researcher selected two television talk shows based on their popularity, credibility and other circumstances. Besides, to collect related information other talk shows of private television channels were also observed. The selected television talk shows are “*Tritiyo Matra*” of *Channel-i* television and “*Ekattor Journal*” of *Ekushey* television. The talk shows were selected from November 25, 2014 to January 05, 2015. During this time, Bangladesh was going through a turbulent political situation. “*Tritiyo Matra*” by Zillur Rahman, an award-winning program on Channel i television, is one of the pioneer talk-shows of Bangladesh. By 2008, more than 12 million audience had made the “*Tritiyo Matra*” a part of their nightly television viewing routine. The one-hour program is broadcast twice a day for all 365

days of a year (www.tritiyomatra.com, 2013). On the other hand, “*Ekattor Journal*” is also a prominent talk show of *Ekattor* television. It telecasts the talk show at 11:30 pm. A recent audience survey has shown that “*Ekattor Journal*” is the most popular talk show in Bangladesh (Rahman & Marjan, 2013). Both talk shows can be viewed from most places around the world.

In this study, in-depth interviews were conducted with respondents to find out the subjective nature of the decision-making process regarding the talk shows. In-depth interviews were held with talk show host, media professionals, academicians, audience and talk show guests to know different perspectives.

### **Research Questions**

The following main research questions were posed for the inquiry of this study.

**RQ 1:** Do the talk shows of Bangladeshi television channels play a vital role as a public sphere?

**RQ 2:** Which factors are responsible for establishing or not establishing a real public sphere by the talk shows of Bangladeshi television channels?

## **DISCUSSION AND ANALYSIS**

In this study, the researcher has analysed episodes from November 25, 2014 to January 5, 2015, of “*Tritiyo Matra*” of *Channel-i* and “*Ekattor Journal*” of *Ekattor* TV.

### **Limited Space for Mass People**

The study has found that, 52 politicians and civil society members attended 42 episodes of “*Tritiyo Matra*”. On the other hand, the “*Ekattor Journal*” authority invited 45 politicians, civil society members, and those occupying top positions in the society. There were only four female guests in the episodes of talk shows of both the channels during the study period. Furthermore, talk shows often were lacking both the resources and the will to find local and unpopular voices. Thus, talk shows of Bangladeshi satellite television channels are mostly elite centric, male centric and Dhaka capital of Bangladesh centric. There exists very limited space for common people.

A few television talk shows accept people participation via telephone or social networking sites like Facebook, twitter, etc. On January 1, 2014, the “*Tritiyo Matra*” of channel-*i* has showed peoples’ comment in Facebook on the television screen. During the whole programme a good number of comments were made but only two comments were shown on the television screen. Thus, the comments are also regulated strictly by the channel authorities. Marzia Akhter, a regular audience of television talk shows was asked by the channel *i* authority on which subject she wants to comment. It was also found that, the channel authority decides who will participate in the talk show program and what the topic is. Thus, commoners cannot participate in the discussion due to this sort of choices and regulations.

### **Discussions Are Not About Civic Rights**

Public sphere is a realm where the civic rights and people oriented subjects are usually discussed, but the situation of the talk shows in Bangladeshi television channels is totally different. Political discussions are most welcome in the television talk shows. The study has found that, the “*Tritiyo Matra*” has politics related discussions in 38 days out of 42 days’ programs, where the “*Ekattor Journal*” is related to politics. It may be relevant to mention that a survey, carried out by Rahman and Marjan, found that 41% of the respondents named politics, 21% named economy, 25% named social and civic thought as main discussion topic in Bangladeshi television talk shows (Rahman & Marjan, 2013:154). The content of the two talk shows are based on little research and no real moderation. Researcher has found, on January 3, 2015 the content of all television talk shows were on politics. In the two television talk show programs, discussion is much polarised, with a few exceptions. Politicians, business people and other decision makers decide what the issues and discussions are. Shahed Alam, a prominent talk show host of Bangladesh, said that “talk show guests cannot express their opinion independently. Thus, it hampers television talk shows as a public sphere”. Discussants of the talk shows sometime are involved in conflict. He also said in his interview, “The ideology has gone. So, no healthy political culture of dialogue and debate is possible, especially as the parties don’t practice democracy within the parties themselves”

### Commercialization of Talk Shows

Over the past decade, large privately owned Bangladeshi corporations have moved into the media market, and most of the national media is now owned by one of the seven biggest corporate groups in the country (A.C. Nielsen, 2011). These are largely buyers of media advertising and eager to reach an attractive advertising market (Wassener, 2012).

Table 1 :Advertisements in Bangladeshi Television Talk Shows

Sl.No.	Name of the Talk Shows	Advertisement
1	<i>Tritiyo matra</i>	<i>Grameenphone Tritiyo Matra</i>
2	<i>Ekushey Rat</i>	<i>Banglalink Ekushey Rat</i>
3	<i>Ajker Bangladesh</i>	<i>Grameenphone Ajker Bangladesh</i>
4	<i>Sompadokio</i>	<i>Sitalpur Auto Steel Mills Limited Sombadokiyo</i>
5	<i>Songbad Songlap</i>	<i>Purbachal Regent Town Songbad Songlap</i>
6	<i>Muktobak</i>	<i>Akij Cement Muktobak</i>
7	<i>Our Democracy</i>	<i>Agrani Bank Limited Our Democracy</i>
8	<i>News and Views</i>	<i>Pran Frooto News and Views</i>

In Bangladesh, most of talk shows are sponsored by multinational companies. In the study, the researcher has found that, “*Tritiyo Matra*” of Channel-i and “*Ajker Bangladesh*” of Independent TV are sponsored by *Grameen Phone*.

The graphics of Talk Shows carry three logos of *Grameen Phone* company. Background color and front desk color is similar as *Grameen Phone* logo. The *Grameen Phone* company, sometimes, request the talk show host to invite particular guests.

“*Ekattor Journal*” is sponsored by “SAS X BAR Shafiul Alam Steel Limited” of Bangladesh. On 20 December 2014, the advertisement of *Shafiul Alam Steel Limited* occupied most part of TV screen during the entire episode and moving images of ads during talk shows were distracting viewers attention. Besides, advertisement of BBS cables, *Grameenphone*, Nescafe and Jarwe house also occupied the tv screen. Shamim AL Amin, anchor of the *Ekattor Journal* said, advertisement firms and agencies are requested to invite guests in the talk show programs. Most of the time, the invited



guests have no idea about the topic. Thus, public is deceived by watching in-depth analysis of any topic or issue by people who are non-entities.

### **Government Censorship**

The constitution of Bangladesh guarantees freedom of press with limited restriction. Moreover, a series of draconian laws enable the government to control the media (Reporters without Borders, 2006). The study has found that, Television channels especially talk show programs in Bangladesh face restrictions from the government.

In 2008, the military-backed caretaker government of Bangladesh asked the private television channels to avoid telecasting all kinds of live talk shows (Daily Star, January 26, 2008). Earlier on January 24<sup>th</sup> night 2014, *Ekushey* Television authorities received a fax message, without mentioning the name and signature of the sender, to cancel its scheduled live popular talk show program “*Ekushey Somoy*” and “*Ekushey Raat*”. Some other private channels also received similar instructions. Following the direction, *Ekushey* Television authority cancelled broadcasting of its live talk shows. A few days later, television channels got permission to telecast talk shows on nine-point conditions. After that, television channels started to broadcast live talk shows though the government suggested avoiding live talk shows. Meanwhile, Channel-*i* has stopped audience’s question of its live talk show “*Nirbachito Khabor*” (Daily Star, 25 January 2008). Thus, talk show programs are failure to form a public dialogue. Television channels are regulated by the Bangladesh Telecommunications Regulatory Commission (BTRC), under the Telecommunication Act of 2001. The organization is a government appointed and funded body. As a result, govt. can regulate programs of any private television channels. Until now, there is no broadcast policy in Bangladesh. In 2010, the Awami League-led government prepared the draft of Private Broadcasting Policy in 2010. Rubaiyat Ferdous, Associate Professor of Mass Communication, and Journalism department of Dhaka University points out that the provisions make the policy open to subjective interpretations. He says, “In the absence of proper definition and power to the Broadcast Commission, the policy can be used to serve different government interest and purposes” (Yusuf, February 07, 2014). Furthermore, National Parliament

is always critical of talk shows for inviting only anti-government guests.

### **Talk Shows as an Ideological State Apparatus**

In Bangladesh, Media owners have developed a symbiotic relationship with the ruling class comprising of big industrialists, traders, politicians, members of Parliament, both army and civil bureaucrats, and members of governments in last two decades (Islam, 2002). As a result, media institutions, especially talk show programs have worked as an ideological state apparatus of the government. A recent study has found that, talk shows have selective guests for setting agenda or for political ideology. Occasionally, producers of talk shows select weak guests from the opponent political ideology and select strong and vocal guests from the allied political ideology (Rahman & Marjan, 2013:158). Thus, the voice of opposite political groups are muted in the talk show program. Shahed Alam has said that the relations between television talk shows and public sphere depends on the authority of television channel, government and regulations on talk shows. Criticisms against government are not accepted in the talk shows and voices of the oppositions are restricted.

### **CONCLUSION**

In the television talk shows, discussions are very polarised, with a few exceptions. Politicians, business people and other decision makers decide on the issues and discussions of talk shows, says the study. Almost every talk show program is sponsored by multinational corporations. These companies, sometimes, invite their selective guests. Government also directly controls the talk shows. Thus, talk shows have not played proper role as a public sphere. Talk show programs have worked as an ideological state apparatus of the government. The study has identified several reasons for the failure of talk shows of *Bangladeshi* television channels in not playing the role of public sphere.

- Talk shows of *Bangladeshi* satellite television channels are mostly elite centric, male centric and Dhaka city centric.
- There is limited space for public.

- Participation of public is also limited in the talk show programs.
- Contents of talk shows of Bangladeshi satellite television are ill-informed.
- There is no real moderation policy for talk show.
- Government, multinational companies have tried to control talk show programs.

If talk shows of *Bangladeshi* television channels rectify the existing flaws, then talk show program will be meaningful from the perspective of public sphere.

## REFERENCES

1. A.C. Nielsen National Media and Demographic Survey (2011). *Reporters without Borders*. Retrieved on January 30, 2014 from [http://www.cdbd.org/news/EU/2006/October/ej\\_nil\\_06.html](http://www.cdbd.org/news/EU/2006/October/ej_nil_06.html).
2. Balkin, J.M. (1998). "How Mass Media Simulate Political Transparency". Retrieved on January 28 2014 from <http://www.yale.edu/lawweb/jbalkin/articles/media01.htm>
3. BBC Media Action (August, 2012). "Country Case Study: Bangladesh Support to media where media freedoms and rights are constrained". London: BBC Media Action.
4. Bhuiyan, A.J.M.S.A. (2002). Mass media, communication, and culture in Bangladesh in the shadow of a big neighbor. A thesis submitted to the Faculty of Graduate Studies in partial fulfillment of the requirement for the degree of Master of Arts. Ottawa: Carleton University.
5. Bilal et. all (2011). Critical discourse analysis of political TV talk shows of Pakistani media. *International Journal of Linguistics*. 2012, Vol. 4, No. 1. Macrothink Institute.
6. Daily Star (2008, January 25). Retrieved on February 28 from <http://archive.thedailystar.net/newDesign/news-details.php?nid=20663>
7. Habermas, J. (1962). *The structural transformation of the public sphere: An inquiry into a category of bourgeois society*. translated by Thomas Burger with the assistance of Frederick Lawrence (1989). Massachusetts Institute of Technology.
8. Hesmondhalgh, D. (2006). Discourse analysis and content analysis. In Marie Gillespie and Jason Toynbee (Eds.), *Analysing Media Texts*. Berkshire, UK: 2006, pp. 119-156. Retrieved on February 30 from <http://www.tritiyomatra.com/program/facts/20-about-tritiyo-matra>.
9. Islam, M. S. (2002). South Asian Politics: Reinventing Media's Role, the

- paper presented at the national conference on “Reinventing SAARC and South Asian Politics” organized by International Relations Studies Association of Bangladesh (ISAB), March 29, 2002, Dhaka.
10. Mannan, A. (2014), “10th parliament election 201: Time to look forward”. *The Daily Star*. January 6, 2014.
  11. Page, D. (2008, December). “Political Talk Shows & Accountability in Bangladesh”. *BBC World Service Trust*.
  12. Prasad, B. (2012). “A Study on reality talk shows in Tamil television channels and its influence among audiences”. Chennai: Anna University. Retrieved on January 29 from <http://ssrn.com/abstract=2035443>
  13. Rahman, S., & Marjan, S.M.H. (November 2013). Talk shows in Bangladeshi satellite TV channels: Audience perceptions and perspectives”. *Social Science Review* 30(2). Dhaka: University of Dhaka. p-158.
  14. Rahman, Samia & Marjan, Syed Mahfujul Haque (November 2013). “Talk shows in Bangladeshi Satellite TV Channels: Audience Perceptions and Perspectives”. *Social Science Review*[The Dhaka University Studies, Part-DJ]. Vol. 30, No. 2. Dhaka: University of Dhaka. P-162
  15. Stelter, Brian (September 30, 2010).”Anderson Cooper to Host Daytime Talk Show”. *NYTimes.com*. Retrieved on March 24 from [www.nytimes.com/2010/10/01/business/media/01cooper.html?\\_r=0](http://www.nytimes.com/2010/10/01/business/media/01cooper.html?_r=0)
  16. Transparency international Bangladesh (2012). Corruption Perceptions Index 2013 Results. Retrieved on March 24 from <http://www.ti Bangladesh.org/beta3/index.php/en/communications/reports/research-report>
  17. Wahab, Juliana Abdul (2011). “Television Talk Shows and the Public Sphere”. *Malaysian Journal of Communication*. 27 (2): 29-45
  18. Wassener, Bettina (2012). “In An Unlikely Corner of Asia, Strong Promise of Growth”. *New York Times*. April 23, 2012.
  19. Wimmer, Roger D. and Joseph R. Dominick (2006). *Mass Media Research: An Introduction*. CA: Thomson Wadsworth.
  20. Yusuf, Ananta (February 07, 2014). “Muzzle Me Not”. *The Daily Star*. Retrieved March 26, 2016, <http://www.thedailystar.net/the-star/muzzle-me-not-10032>.
  21. Bangladesh’s per capita income rises to \$1,466” (6 April 2016). [thedailystar.net](http://www.thedailystar.net) Retrieved from <http://www.thedailystar.net/frontpage/capita-income-rises-1466-1204930>
  22. Human Development Report (2013). “The Rise of the South: Human Progress in a Diverse World”. *United Nations Development Program*. Retrieved on January 18, 2014 from [http://hdr.undp.org/sites/default/files/reports/14/hdr2013\\_en\\_complete.pdf](http://hdr.undp.org/sites/default/files/reports/14/hdr2013_en_complete.pdf)

# Leadership Skill of Bangladesh Police Personnel: A Case Study of Tangail District

SUMONA SHARMIN

MD. ABDUL KADER MIAH

## Abstract

*The study endeavours to give insight into leadership skills among police personnel at Tangail district in Bangladesh. The case study is based on interviews with 23 police officers at the case site. The study could not find women police leaders as respondents in this study. The results obviously has 100% of male respondents. Based on the case study, one can identify some leadership skills, which should be possessed by police personnel. These are, operational skill, ethical decision making, accountability, honesty, predictability, logic, supportive, approachable, higher level thinker, motivation, creative, taking responsibility, respectful, desire to influence, enthusiastic, selflessness, politically astute, good communicator, team builder and intellectual motivation. The study concludes that effective police leaders have particular relational strengths that serve to elevate levels of commitment, work satisfaction, and motivation. The paper also points out that a police leader can encourage and motivate other police personnel within the department to achieve the goal. The findings provide important preliminary insights into the experiences and beliefs of police supervisors.*

**Keyword:** Leadership, police, management, intellectual motivation, Individualized consideration

**Authors:** Sumona Sharmin, Lecturer of Department Criminology and Police Science, Mawlana Bhasani Science And Technology University (MBSTU) At Tangail **Email:** Seema08.Cps@Gmail.Com

**Md. Abdul Kader Miah**, Associate Professor of Criminology and Police Science, School of Life Science, Mawlana Bhasani Science And Technology University (MBSTU) at Tangail **Email:** Maksociology@Yahoo.Com.

## INTRODUCTION

The Bangladesh Police is a national organization with headquarters based in Dhaka and a number of branches and units, including a special

branch, a criminal investigation department (CID), an armed police battalion, training institutions, and range and metropolitan police (including railway police). Its function is controlled by the Ministry of Home Affairs while the operational responsibilities are vested in police head quarters (Kibria, 1976: 20). Bangladesh police follows the British police system of the colonial era with some minor modifications. At present, the Police Act of 1861 governs the police administration and operational aspects are guided by the Police Regulation of Bengal (PRB), 1943 (Kibria, 1976: 18). Police are the most visible part of the law enforcement agency and very concerning element of the criminal justice system (Ahuza, 2006:309). A police leader is responsible for establishing vision and mission for the police department, creating strategies to implement that vision and managing external and internal challenges and accountability for the successful implementation of the vision (Adlam, & Villiers, 2002). Leadership is important trait for the superior police officer. In Bangladesh, within the police department, the officers of and above the rank of inspector are superiors (Kibria, 1976: 72). Sub-inspectors are field officers and also play minor supervisory role (Kibria, 1976: 40). They also possessed leadership quality. Even a head constable of the police leads a small section of the police (Kibria, 1976: 310). In this article, leadership is broadly defined as the ability to influence and work with others to achieve desired outcomes, a definition closely aligned with that of Evans (2000:16), who states that leadership is basically the capacity of someone to bring about change. In this study, we focused on that quality to identify the leadership skill among the police personnel. There are no prior studies about identifying leadership skill of police personnel in Bangladesh. It should be noted that this study is not an assessment of the Bangladesh police. In the police administration, to identify the leadership skill among police personnel we focused on strategic and tactical leadership, which are the most relevant of the various types of leadership on policing. For this reason, the focus of this paper is on identifying and measuring leadership skill among police personnel.

### **Theoretical Perspectives**

Transformational leadership theory is defined by the ability of a leader to motivate followers to their own personal goals for the good of the organisation (Bass, 1985; Burns, 1978). The relationship between the leader and follower depend on the ability of a leader how they influence, inspire, motivate, and provide intellectual stimulation to the followers (Avolio, 1999; Bass, 1990). Some researchers have pointed out that the issue of organisational skill of police personnel also measured by transformational leadership theory (Shamir & Howell, 1999). Because, when police personnel are worked for the common goal on that time they build strong group to fulfill the goal. Influencing skill, of the competent police personnel help the follower to achieve the goal of the department of the police or organization. Clearly, there will be some values and beliefs which is particular to a police leader that influences the follower to achieve the organizational goal. Inspirational motivation has been linked with the vision of the leader (Berson, Shamir, Avolio, & Popper, 2001). Followers feel a sense of collective identity when they inspired by their leader (Conger, Kanungo, & Menon, 2000). An experimental study demonstrated that vision and the implementation of vision of the police leader affected the attainment of the personnel goal achievement (Kirkpatrick & Locke, 1996). Intellectual stimulation arises when followers are challenged to think about their work situation or behaviour in different ways to enhance productivity and working conditions.

For example, in a study of transformational leadership and occupational safety intellectual stimulation was defined in terms of the leader's ability to and motivate them (followers). Several studies have demonstrated that transformational leadership improved perceptions of transformational leadership qualities amongst subordinates (Barling, Weber, & Kelloway, 1996). The very definition of transformational leadership depends on the motivation of followers, which necessarily is an individual factor involving affect, personality, and cognition.

The path-goal theory defined the ability of the motivational function of the leader to increase the performance level of the followers (Yulk, 2002). The superior police personnel in Bangladesh police department support the

junior police officer and direct them towards goal. The path – goal theory support the present study, because in Bangladesh, senior police personnel support the junior police personnel and help them to develop their (followers) leadership and management skill.

Hersey and Blanchard (1996) proposed a contingency / situational theory which also supports our present study. This theory is related to two types of behavioral maturity of the police personnel. One is, job maturity and other is psychological maturity. This theory stated that, police personnel who have a high level of job maturity they are more skilled and leads the well from them who have low level of job maturity. In the present study, we found that the police personnel who served 10 years or more (can be a constable) can lead the followers well.

Mouton Grid theory defined about the participative leadership style by which a leader can change the environment of organization. Participative leadership style is that style, by which the superior police personnel can maintain a good relation with the other police personnel and also communicate with the general person and reduce the crime from the society by knowing the cause of crime. In Bangladesh, most of the superior police personnel follow this leadership style. In our study, we found that in the department, police personnel maintain a good relation with the other stations and easily communicate with the public and reduce crime from the society.

Fielder's contingency theory is viewed as the opposite of Hersery and Blanchard's theory. According to this theory, leader skill is not determined not by the leader's ability to adapt the situation but by the ability to choose the right leader for the situation. Some police leaders of police personnel are simply better for specific situations than others who are not even have job maturity. This theory also supports our study, because we found that some police personnel who showed their leadership skill by different types of technical knowledge than others who have more job maturity.

## **METHODOLOGY**

As Clandinin and Connelly (1994) points out, attempting to understand human experience is the basis of all social science inquiry, and furthermore,



‘when persons note something of their experience, either to themselves or to others, they do so not by the mere recording of experience over time, but in storied form’ (Clandinin and Connelly, 1994:415).

Yukl (2002) supports the widespread ‘descriptive studies’ in leadership research that involve interviews and observations. In this case study, we interviewed the police officers about their leadership stories, and their experience of the phenomenon in the past and in their current daily work.

### **Procedure**

We employed semi-structured interviews with probing follow-up questions in an attempt to identify the experience of leadership as perceived by a range of key informants. Each interview (ranging from 45 minutes to one hour) addressed several important facets of leadership skill of the police personnel. In addition to interviews, data were also derived from field notes based on observations and conversations. Stake (1994) comments that, nothing is more important than making a proper selection of cases (Stake (1994: 243). Choosing cases where there is an opportunity to learn and where researchers can spend as much time as possible are two important criteria in case selection. In this case, the two researchers spent four full days (8–12 hours per day) conducting interviews, having informal conversations over coffee and lunch, and observing police officers in the general duty room. Another important consideration is the collaborative nature of the research. Developing relationships of trust between researchers and participants is vital. We informed every person who consented for the interview that the information was confidential and that nothing they said could be linked specifically to them. We also sent each interviewee the raw transcript of their interview (or notes based on the interview) so that they could elaborate, clarify, or change something that they said or we had noted.

### **Case site**

Tangail district was selected for case study. There are 13 *thana* (police stations) in the Tangail district. Outside Tangail district, we also took interview of other higher ranked police personal to identify the leadership skill of the police personnel. Prior to of police personnel’s permission to

interview, we engaged in informal discussions with other known police personnel.

### Data collection

We interviewed 23 police personnel (see Table 1 for sample demographic data) using an identical set of open-ended questions that sought to clarify or expand upon a given response. The fact is that, there were no women police personnel among respondent in this study. Obviously, sample consisted of 100% of male respondents. The interviews were conducted with several important considerations in mind. The implication of this is that all interviewees have knowledge and opinions about leadership having been leaders and followers at various points in throughout their career. In this study, qualitative research necessarily implicates the researcher in the field of inquiry. We attempted to establish rapport with all the interviewees by expressing our genuine interest in each person and their comments, and by providing an atmosphere where each person could freely express his views. From our perspective, participants were a source of significant information, stimulating stories, and challenging ideas. Every interviewee contributed information valuable enough to identifying leadership skill.

**Table 1: Sample demographics**

<i>Ranking Stricture</i>	<i>Male (n=23)</i>	<i>Years of service</i>
Additional DIG	02	15.5
Superintendent of police (SP)	01	7.5
Senior assistant superintendent of police (Sr ASP)	01	4.5
Assistant Superintendent of police (ASP)	01	2.9
Inspector	08	15.5
Sub inspector(SI)	05	12.4
Sergeant	01	7.5
Assistant Sub inspector (ASI)	01	5.5
Constable	01	10.2

## **DATA ANALYSIS**

Data analysis consisted of identifying patterns, and narrative threads in the interviews using qualitative data. This means that we used the interviewees' responses to build the theory of leadership skill. Obviously, no researcher enters a research site in a purely open-minded state, without having previous experience and expectancies regarding the nature of leadership. Our theoretical biases were evident prior to the first interview; however, we looked for disconfirming evidence from the data as we analyzed the transcripts. Throughout the data collection period and analysis we kept a number of competing theories in mind and were open to diverse interpretations of the things we heard. We drew a theoretical framework in order to interpret the data. This study specially highlights the leadership skill of the Tangail district's police personnel. From theoretical perspective, we identified idealized influence, inspirational motivation, and intellectual stimulation as leadership skill of the police personnel. We also noted how followers (subordinate) values and needs were associated with the degree of satisfaction/dissatisfaction with the police leader (Superior). Throughout the next section of the paper, we draw upon the words of interviewees to illustrate leadership skill of the police personnel.

## **ANALYSIS AND DISCUSSION**

From the case study, we identify some leadership skill which the police personnel ought to possess. These are, operational skill, ethical decision making, accountability, honesty, predictability, logic, supportive, approachable, higher level thinker, motivation, creative, taking responsibility, respectful, desire to influence, enthusiastic, selflessness, politically astute, good communicator, team builder and intellectual motivation. This finding of our study is consistent with the study of Abela's (2004: 15) study. He identified 46 leadership skills of the police personnel for Canadian police personnel (Abela, 2004: 15). In this study, we identified 20 leadership skills among the police personnel. Some of the leadership skills are described for the analysis of the data.

### **Desire to influence**

Desire to influencing leadership skill concerns the fostering of trust

and respect in the relationship between leader and follower. Desire to influencing leadership includes the issues of ethics and values, both the leader's and the followers'. (House & Howell, 1992). This skill helps the police personnel to achieve the goal of the organization and work together with the other police personnel in the police department. One officer spoke about the importance of authenticity in the values of the police leader. A police leader of Tangail district (Mr. Md.A.K.M Hafiz Akter- superintendent of police) stated that,

*Our commitments are to our employees and communities to reduce crime in the society. It is our mission and vision. I think that our officers aren't fools; they deal with people. As a supervisor, if you're going to make a promise — it's the difference between supervision and leadership – as a leader, if you're going to make a promise, fulfill it. Therefore, you have to be prepared to live your life in a way that is consistent with those things. ....*  
(Narratives has taken from Bengali)

The statement focuses on the importance of authenticity of the police personnel. This is one type of 'pseudo transformational' leadership skill (Bass & Steidlmeier, 1999:187). Where a police personnel motivates others to achieve goal through means. There are instances of police leaders who have the respect and admiration of their officers, but who nevertheless are corrupt (Punch, 2000). The key point here is that a police organization's values and the police leaders must respect for those values both personally and professionally. Such leadership establishes ideals for followers to creating the foundational conditions for inspiring others and motivating them for the public good, not merely the good of the sub-culture or the organization. As Burns points out 'the more we emphasise the moral aspect of leadership . . . the more chance there is, at least to a small degree, that leadership will be viewed as not just power wielding, but as an expression of our highest values' ((Bailey & Axelrod, 2001:119). Desire to influence is more ordinary and more achievable though ethical thinking and action. One officer elaborated at length on the importance of respecting leaders and the values required to

have an idealized influence on subordinates. He stated:

*You don't always respect those that you like, but you will always like those that you respect. 'Come in when you want; wear your uniform how you want; do sloppy investigations; treat people poorly, I'll write you a good assessment no matter what you do'. Then you're liked. But you're not respected. I'm going to make decisions that are fair, and that are defensible in every case. But, at the end of the day, I want them (subordinates) to be able to walk away and say that they respected the type of leadership that I showed in the organization, and that I was fair. So, for me is about making fair decisions and being respected, and not about being liked. But when I come to work, my self-worth isn't tied to how much the people I work with like me. I have my friends outside of work, when I come to work my job is to be professional and to be a leader.....*  
(Narratives has taken from Bengali)

Having an idealized influence on officers also included an understanding of the need for a command and control management style in certain limited instances, but balanced with empowerment and flexibility to fit the context. One officer spoke about the ability to judge a situation and apply the appropriate management style. He stated:

*You don't throw out the command and control completely. I mean, you have to have a combination of the two commands and control skill to lead the other police personnel. There were occasions when I had to have some very short, clear and concise conversations with people in our office because their behavior was inappropriate and had to stop this type of exercise. And I had to deal with it exactly then and there. Every police officer should deal the problem immediately when it occurred by their commanding behavior. ....* (Narratives has taken from Bengali)

One police leader opined that, ‘every police personnel should possess leadership quality. In order to keep the police administration going on sound lines, the unfit police personnel should be screened out and the arrangement for sound in service training for all ranks should be made. There is need for improvement of management quality of the police personnel and sound management should exist in the police department as other organization. Funds be made available for police projects. Manpower and materials must be available and used properly with right type of men selected and promoted. The police personnel must have a philosophy- a set of high standards by which the department is measured, a set of values and beliefs about how the employee, and a set of strong principles that make the police organization unique and distinctive. The police leader should make two commitments. The first is to set an example that is positive, and the second is to plan small wins. A police leader must act consistently, especially in the decisive moment. When there is pressure from political body and outside sources then the police personnel should have barrier mentality to overcome the barrier.’

### **Motivation**

Motivational skill of police personnel connects with Yukl’s (2002) ideas of transformational leadership skill. Leadership that is consonant with motivation somehow unites people around a common, desirable, and tangible benefit that can be accrued by all, through a variety of means. A key ingredient of motivation at the case site involved communicating the vision. Motivation involves providing meaning to followers through collective action (Ashkanasy & Tse, 2000). One police officer stated that,

*Each thana (police station) leader (Inspector) is supportive. On miserable days, he motivates and encourages the other police personnel to continue their work. Then they (subordinate police personnel) do their best for crime prevention. When police personnel become dedicated to their duty then they don’t involve in corruption. A police leader should possess some qualities like selflessness, work ethics, team builder, willingness to learn,*

*honesty, responsible, dynamic, accountability and high level thinker. ....(Narratives has taken from Bengali)*

The community based policing model requires a paradigm shift from reactive police enforcement to proactive community involvement aimed at alleviating some of the root causes of crime. Police leaders have the potential to inspire and encourage individual police officers to work toward goals that have value in society beyond the rather narrow constraints provided by typical police work. The optimal emotional orientation to be achieved must bridge basic emotions that are deeply personal and secondary emotions that have cultural and social significance.

### **Intellectual stimulation**

Intellectual stimulation, ‘involves engaging the rationality of subordinates, getting them to challenge their assumptions and to think about old problems in new ways’ (Kelloway & Barling, 2000:355). This has direct implications for leadership in community policing, for example, because such organizational changes require a new way of understanding police work and a new approach to performing some fundamental duties (Bass, 1990). One officer discussed his approach to developing officers and stated that,

*“There must be active and widespread support from senior police personnel who must demonstrate an active commitment to help the junior police personnel to learn. For improving their leadership quality the superior police personnel should help them. The senior police officer must be well educated and meritorious and should work for the organizational vision. The senior police personnel should give opportunity to the junior police officer to take part in the decision making process of the department. .... (Narratives has taken from Bengali)”*

### **Individualized consideration**

Transformational leadership is defined by the ability of a leader to motivate followers to transcend their own personal goals for the greater good of the organisation (Bass, 1996). This case study revealed that an

essential component of individualised consideration is ensuring that the right people are placed in jobs with opportunities to ignite their passions. This individual attention to placing the right person in the right job, was evident in both formal and informal leaders. Respondents placed a strong emphasis on the importance of approachable, supportive and caring leaders. One officer said:

*“We are in a situation where at the last minute we get a call that we have to go to a meeting that evening. Therefore, instead of expecting me to work a 15–16 hour day, the phone call that I receive is, ‘I want you to take the rest of the afternoon off. I want you to go home for dinner’.... 9 out of 10 times when he does that I still stay and work for 18 hours (laughs). But, just knowing that he thinks enough of me and the well-being of my family to make sure that option is open to me. . ....(Narratives has taken from Bengali)”*

Individualized consideration is neither a constant feature of the leader, nor purely a perception of the follower, rather it is something that emerges in the space between the superior and the followers. Another key component of individualized consideration for respondents involves encouraging individual officer for the development of their own leadership skill. A good leader always inspire others. If one police officer appreciates subordinate police personnel then they get the inspiration to work under pressure. One police officer stated that,

*“I worked under police, one day he called me and he said, ‘I just want to tell you you’re doing a great job, thank you very much, you’re making my work easier as a result, and I really appreciate it’. And that stuck with me for the rest of the time I was working for him. And I thought that’s something nice to hear and it’s good when you do.” .....(Narratives has taken from Bengali)”*

Additional DIG, Md. Jashim Uddin (Commandant, Police Training Centre, Mohera, Tangail) said that, “police personnel should be dedicated to



their work. They should have accountability, responsibility, integrity and willingness to learn.” Additional DIG Mohammed Abdullahel Baki said ‘that a police leader should be honest and qualified. The critical decisions have to be taken by police officers for sound management purpose. The police are part of the social mediator between the government and the people and among people. The major role is order maintenance and law enforcement. Police personnel in the department should be cooperative. The junior police officer should follow their superior police personnel for developing their leadership skill. They should work together for the fulfillment of the organizational vision and mission. Police personnel should be ethical in their decision-making, should be free from political influence, and should be accountable for their activities.”

Leaders create more leaders. The findings of the study reveals that, leadership skill should be provided by every police leader who has direct responsibility with other police staff. Leadership is the key factor in the performance of the police personnel and it is important for influencing and managing the other people of the police department. Police leadership refers to ‘the varied nature of the interpersonal relationships between police managers and supervisors and the impact of these upon organizational performance. The study shows that leadership skill of a police personnel is that behavior, which distinguishes one police personnel from other police personnel. Leader skills can be learned (Doh, 2003) and that they can have a positive impact on organizations. The key seems to be that police personnel are taught such skills early in their career and police leadership skills are consistent with values and personal ethics of the police personnel. It is clear that leader behavior must be authentic, that there must be genuine concern for people’s needs and aspirations.

## **REFERENCES**

1. Ahuza, Ram, (2006). *sociological criminology*. New Delhi, 46-48
2. Avolio, B.J., & Bass, B.M. (1995). Individual consideration viewed at multiple levels of analysis: A multi-level framework for examining the diffusion of transformational leadership. *Leadership Quarterly*, 6, 199–218.
3. Avolio, B.J., (1999). *Full leadership development*. Thousand Oaks, CA: Sage.

4. Bailey, J. & Axelrod, R.H. (2001). Leadership lessons from Mount Rushmore: An interview with James MacGregor Burns. *Leadership Quarterly*, 12, 113–127.
5. Barling, J., Kelloway, E.K., & Loughlin, C. (2002). Development and test of a model linking safety-specific transformational leadership and occupational safety. *Journal of Applied Psychology*, 87, 488–496.
6. Barling, J., Weber, T., & Kelloway, K.E. (1996). Effects of transformational leadership training on attitudinal and financial outcomes: A field experiment. *Journal of Applied Psychology*, 81, 827–832.
7. Bass, B.M. (1985). *Leadership and performance beyond expectations*. New York: Free Press.
8. Bass, B.M. (1990). From transactional to transformational leadership: Learning to share the vision. *Organizational Dynamics*, 18, 19–36.
9. Bass, B.M. (1996). *A new paradigm of leadership: An inquiry into transformational leadership*. Alexandria, VA: U.S. Army Research Institute for the Behavioral & Social Sciences.
10. Bass, B.M., & Steidlmeier, P. (1999). Ethics, character, and authentic transformational leadership behavior. *Leadership Quarterly*, 10, 181–217.
11. Basu, R., & Green, S.G. (1997). Leader-officer exchange and transformational leadership: An empirical examination of innovative behaviors in leader-member dyads. *Journal of Applied Social Psychology*, 27, 477–499.
12. Berson, Y., Shamir, B., Avolio, B.J., & Popper, M. (2001). The relationship between vision strength, leadership style and context. *Leadership Quarterly*, 12, 53–73.
13. Burns, J.M. (1978). *Leadership*. New York: Harper & Row.
14. Clandinin, D.J., & Connelly, F.M. (1994). Personal experience methods. In N.K.
15. Conger, J., Kanungo, B., & Menon, S. (2000). Charismatic leadership and follower effects. *Journal of Organizational Behaviour*, 21, 747–767
16. Denzin & Y.S. Lincoln (Eds.), *Handbook of Qualitative Research* (pp. 413–427). Thousand Oaks, CA: Sage.
17. Doh, J.P. (2003). Can leadership be taught? Perspectives from management educators. *Academy of Management Learning and Education*, 2, 54–67.
18. Drodge, E.N., & Murphy, S.A. (2002). Interrogating emotions in police leadership. *Human Resource Development Review*, 1, 420–438.
19. Dvir, T., Eden, D., Avolio, B.J., & Shamir, B. (2002). Impact of transformational leadership on follower development and performance: A field experiment. *Academy of Management Journal*, 45, 735–744.
20. Glaser, B., & Strauss, A. (1967). *The discovery of grounded theory: Strategies*

*Leadership Skill of Bangladesh Police Personnel: A Case Study of Tangail District for qualitative research.* Chicago: Aldine.

21. Hall, D.T. (Ed.). (1996). *The career is dead, long live the career: A relational approach to careers.* San Francisco: Jossey-Bass.
22. Kelloway, E.K., & Barling, J. (2000). What we have learned about developing transformational leaders. *Leadership and Organizational Development Journal*, 21, 355–362.
23. Kelloway, E.K., Barling, J., & Helleur, J. (2000). Enhancing transformational leadership: The roles of training and feedback. *Leadership and Organizational Development Journal*, 21, 145–149.
24. Kibria, A.B.M.G., (1976), *police administration in Bangladesh.* Bangladesh: Dhada.
25. Kirkpatrick, S.A., & Locke, E.A. (1996). Direct and indirect effects of three core charismatic leadership components on performance and attitudes. *Journal of Applied Psychology*, 81, 36–51.
26. Ross, S.M., & Offermann, L.R. (1997). Transformational leaders: Measurement of personality attributes and work group performance. *Personality & Social Psychology Bulletin*, 23, 1078–1086
27. Schwarz, N. (1990). Feelings as information: Informational and motivational functions of affective states. In E.T. Higgins & R. Sorrentino (Eds.), *Handbook of motivation and cognition: Foundations of social behavior* (pp. 527–561). New York: Guildford.
28. Shamir, B., & Howell, J.M. (1999). Organizational and contextual influences on the emergence and effectiveness of charismatic leadership. *Leadership Quarterly*, 10, 257–283.
29. Stake, R.E. (1994). Case studies. In N.K. Denzin & Y.S. Lincoln (Eds.), *Handbook of Qualitative Research* (pp. 236–247). Thousand Oaks, CA: Sage.
30. Yukl, G. A. (2002). *Leadership in organizations.* Upper Saddle River, NJ: Prentice Hall.
31. <http://www.police.gov.bd>.

# Portrayal of Women in Television and Women's Magazines: Perception of College Students

MADHURIMA  
SUNITA KAUSHAL

## Abstract

*Present study was conducted on girl students of undergraduate arts stream in the age group of 17-21 years in district Ludhiana. Questionnaire as a tool of data collection was used to collect information from three hundred girl students of three colleges. The image of women in television and magazines as perceived by the young respondents has been analyzed. Respondents felt that both television and magazines portray realistic image of women. More respondents with rural background perceived positive portrayal of women on Television as it presents a real picture, while majority of the respondents from urban background admitted negative portrayal of women. Similarly, results show that respondents younger in the age were more under the influence of television characters because they treat them to be real. They start feeling that whatever is being shown on television is real. A good majority of the respondents with rural background showed interest in magazine reading as compared to the respondents with urban background. A considerable proportion of the respondents irrespective of their background, were satisfied with the text and language used in women magazines.*

**Keywords;** Portrayal of women, Television, women's magazines, College students

**Authors:** **Dr. Madhurima**, Professor, USOL, Panjab University, Chandigarh, India, Email: madhurima764@gmail.com **Dr. Sunita Kaushal**, Associate Professor, SGGS College Jhar Sahib, Ludhiana, India, Email: sunitakk72@gmail.com

## INTRODUCTION

Historically, media have portrayed women as an object of desire and have established commodification of women for gain. The portrayal of gender in media is well documented. Media can act as both a perpetrator and as a

protagonist. It has been established that all forms of media perpetuate unrealistic, stereotypical image of women. It can be argued that women's depiction by the media has some relationship with social reality. This is not to say that the images are real, they do involve distortions and misrepresentations. But there is a relationship between images and reality, either because images reflect social values about women's roles or because images create social ideals on which people model their behavior and attitudes. The present paper attempts to broaden and specify the viewpoints of the young college girls regarding the image of women being portrayed in media. Despite transition from agriculture society to knowledge society, women continue to fight against gender stereotypes. The general premise is media portrayal of gender issues is still below the realistic graph. Study after study has endorsed the premise that the stereotypical portrayal of women in news has not changed in media. The image of women in two media of mass media i.e. television and magazines as perceived by the young respondents has been discussed.

## **REVIEW OF LITERATURE**

It is argued that television content repeatedly depicts women in highly traditional gender roles; women are under-represented, in character roles which are positively associated with perceived realism (Craig, 1992; Durkin, 1985; Slater & William, 1980). Even most of the Soap-Operas try to distinguish the masculine and feminine ideology. By portraying a sharp dichotomy between good and evil they socialize its audiences in more stereotypical roles (Downing, 1974; Jyotin, 2002; Katzman, 1972; Livingstone, 1990). Women are attracted to soap-operas because they can relate their lives and themselves to these soaps. They construct pleasures and meanings for themselves through their association with the soaps (Kiran, 2000). Wiergacz and Lucas (2003) report that women in soap operas are shown as young, single, upper class professionals. Very few characters are single mothers and these characters experience little work-life conflict. However the characterization of men does not vary from general population. According to Kaul and Sahni (2010) most of the serials are fake and fictitious in nature.

They don't sketch the real and correct images of women either as a housewife or as a business and corporate women. Female oriented serials influence women to become self-conscious about their appearance as a measure of their worth. Kishwar (2007) has revealed that popular Indian soaps are dominated by women characters. She states that television serials portray an illusionary world. Shrivastva (1992) reveals that Indian media portrays negative stereotypes in daily soap operas. The serials show that the most important and valuable assets of a woman is physical beauty. Rama (2010) adds that "the consistent representation of women in passive, subordinate roles is complicit in supporting an oppressive gender order that is at odds with reality."

Ayoob et al.(2002) argue that magazines are a common and valued source of information for women. Women magazines serve all sources of information and entertainment. Feng and Karan (2011) show that women's magazines tend to reinforce traditional sex role stereotypes, and underline the pervasiveness of consumerism and the commercialization of gender. Shaw (1999) has found that while the established traditional women's magazines continue to provide more traditional messages to readers than nontraditional ones, the middle-class and working-class women's magazines contain some articles suggesting broader social horizons for women (such as the articles about work and political awareness). According to Sakamoto (1999) women's magazines reflect the changing lifestyle of Japanese women but the most popular articles are fashion and interior design.

Various research studies highlight that there is overemphasis on cooking, cleaning and child care in women's magazines. Even stories about women who are in the news because of achievements and professional activities typically dwell on marriage, family life and other aspects of women's traditional role (Foreit et al 1980; Guyon, 1982). According to Wolf (1991) "women magazine content either represents women as objects of lust and aggression or projects them in stereotyped traditional roles". Women's magazines are one of the very few media "for women, about women" and very often "by women" and assures the reproduction of patriarchal definition of the social world (Winship, 1978). Women magazines offer their readers particular

definition and understanding of what it is to be a female (Ballaster et al 1991). According to Spartan (2007) Women magazine are coming out with different topics on beauty and health tips. Generally after reading these magazines females tend to make a lot of changes in their daily routine and lifestyle.

## **METHODOLOGY**

The present paper was undertaken with two main objectives:

- To examine the perception of the college students on portrayal of women in Television.
- To examine the perception of the college students on portrayal of women in women's magazines.

Present study was conducted in district Ludhiana that is known as richest industrial district of Punjab. Three colleges were selected for the study. The colleges are, Khalsa College, Government College, and Khalsa College Jhar Sahib, Ludhiana.

- All the three colleges are Girls Colleges and are located in Ludhiana district.
- In the present study, only girl students of Arts stream have been selected to get gender perspective on a gender related study.
- Students of BA Part-I & BA Part-III have been given equal representation.

BA Part-I students happen to be new entrants with fresh outlook and BA Part-III students are outgoing students with their matured perceptions. This distribution also proved to be helpful in understanding how respondents with different educational qualifications have perceived the image of women in media. An effort has been made to find out the impact of media on the lives of educated young girls. A simple random sample was drawn with a sample size of 300 girl student respondents. A sample of 100 students from each college was selected (50 from BA –I<sup>st</sup> Semester and 50 from BA 5<sup>th</sup> Semester). In all 300 girl students from all the three colleges were selected for the study.

## ANALYSIS AND DISCUSSION

Table 1 : Profile of the Respondents

Age (Years)	Khalsa College Ludhiana	Government College Ludhiana	Khalsa College Jhar Sahib	Total	
				f	%
17-19	47	49	49	145	48.3
19-21	52	51	49	152	50.7
21+	01	00	02	03	1.0
Marital Status					
Married	08	12	01	21	7.0
Unmarried	86	85	93	264	88.0
Engaged	06	03	06	15	5.0
Caste					
Non-Reserved Castes	99	94	91	284	94.7
Reserved Castes	01	06	09	16	5.3
Religion					
Hindus	64	48	11	123	41
Muslims	-	01	02	03	1.0
Sikhs	36	50	87	173	57.7
Christians	-	01	-	01	0.3
Background					
Rural	24	39	97	160	53.4
Urban	76	61	03	140	46.6
Family Income (per month)					
< Rs. 30,000/-	15	23	14	52	17.4
Rs. 30,000/- to Rs. 60,000/-	72	68	80	220	73.4
> Rs. 60,000/-	13	09	06	28	9.33



Results show that 50.7 percent of the respondents were in the age group of 19-21 years, while 48.3 percent of the respondents were of age group of 17-19 years. There were only 3 respondents who were in the age group of 21+ years. Such sample indicates that girl's students are sent to school at a later stage. There were 88 percent of the respondents who were unmarried. Only 7 percent respondents were married, while 5 percent respondents were engaged.

Further information regarding family background indicates that a good majority of the respondents 94.7 percent belong to unreserved category. Only 5.3 percent of the respondents belonged to reserved caste groups, which also highlight the fact that the higher education still evades the girls belonging to marginalized sections. As the present study is restricted to Ludhiana district of Punjab, which is mainly dominated by the Sikh community, obviously 57.7 percent of the respondents belonged to Sikh community followed by 41 percent Hindus, whereas very few respondents belonged to minority communities such as Muslims and Christians. Overall results indicate that a majority of the respondents were from two major religious groups. The distribution of respondents with regard to the family income shows that a large majority of the respondents, 73.4 percent belonged to the middle income group families i.e. families having monthly family income between Rs. 30,000/- to 60,000/-.

### **Realistic Image of Women**

Television often portrays stereotypical images of women where she is projected as weak, 'submissive', who adheres to the norms of the society, but on the other hand she is presented as 'modern', 'good looking', 'fashionable' or 'career minded woman', and individualistic in outlook, thus selfish, cunning & rude. Elliot and Slater (1980) reports that television's programs exposure is positively associated with perceived realism. Kreizenbeck (1983) has examined the portrayal of morality and sexuality in soap opera. According to him "Good" women are family-oriented, non-sexual and place their careers second, while the "Bad" women are openly seductive, use sex as a weapon in different soap operas. Keeping in mind, these views

an effort was made to know whether television portrays a realistic image of women according to respondents.

Table 2: Distribution showing association between realistic image of women in television and the type of residence

Responses	Households				Total	
	Rural		Urban			
	f	%	f	%	f	%
Yes	98	61.3	85	60.7	183	61.0
No	62	38.7	55	39.3	117	39.0
Total	160	100	140	100	300	100

Respondents were asked whether television portrays a realistic image of women. Surprisingly, 61 percent of the respondents irrespective of their background reported that television portrays a realistic image of the women. Results further highlight the fact that 61.3 percent of the respondents with rural background, which was very close to the response given by the respondents with urban background i.e. 60.7 percent who stated that television programs portray realistic image of women. Overall figures also show that a majority of the respondents were of the view that television programs portray realistic image of women as they feel that they are from real life situation. The value of chi square is insignificant and did not show any relationship between two variables. Findings support Elliot and Slater (1980) and Kreizenbeck (1983).

### Reasons to Portray Realistic Image of Women

It is argued that portrayal of women on Indian Television has not changed significantly. Prime time serials/shows cast them as docile homemakers and an object of male desire. These are generally portrayed as lively, yet submissive housewives, sacrificing their own life in order to conform to the pressures of the society. Today's liberated women are not dealt with gently in the soaps, most frequently being depicted as villainous or emotionally unstable. Respondents were probed for the reasons that make them think that television portrays a realistic image.

Table 3 Distribution of the respondents showing association between reasons and the type of residence

Responses	Households				Total	
	Rural		Urban			
	f	%	f	%	f	%
N/A	61	38.2	56	40	117	39
Shows what exist in Society	25	15.6	23	16.4	48	16
Present changing image of women	65	40.6	54	38.6	119	39.7
Exhibit modern women	9	5.6	7	5	16	5.3
Grand total	160	100	140	100	300	100

$\chi^2 = .232$ ,  $df = 3$ ,  $P > 0.05$ , not significant

Data reveals that a majority of the respondents were of the view that television presents the realistic image of women through its programs. When these respondents were asked to give reasons 40.6 percent of the respondents belonging to rural areas and 38.6 percent belonging to urban areas reported that television focuses on changing image of women. According to them position of women in Indian society is undergoing change, which is being reflected on television. There were 5.3 percent respondents who argued that television exhibits modern women through its programs which are real women. There were 15.6 percent of the respondents belonging to rural areas and 16.4 percent belonging to urban areas who reported that in every society there are both positive and negative persons. Women are also good and bad, same is reflected in television. Statistically no striking difference was observed in the perception between the respondents belonging to rural and urban areas.

### **Women's Magazines as Real Source of Information**

Ferguson (1983) claims that women's magazines instruct women, they tell them what to do and how to think about themselves. Similarly, the novice is instructed in how to achieve her chosen ends, what to wear, how to act and what to buy to be a femme fatale, supercook or office boss. There are

a number of articles in the magazines which are meant for young girls which include some advice, real life information, celebrity interviews and some stories about girls facing challenges in life. Ayoob et.al (2002) have found that magazines are a common and valued source of information for women.

Table 4: Distribution of the respondents showing association between Women's magazines as real source of information and residence

Source of information	Household				Total	
	Rural		Urban			
	f	%	f	%	f	%
NA	11	6.8	20	14.3	31	10.3
Yes	130	81.3	92	65.7	222	74
No	19	11.9	28	20	47	15.7
Grand Total	160	100	140	100	300	100

$\chi^2 = 9.550$ , df - 2,  $P < 0.01$ , highly significant

Results in the Table 4 show that a good majority of the respondents confirmed that magazines are the real source of information in the fast changing world. Data indicates that out of the total 300 respondents, 74 percent of them irrespective of their background reported that magazines are the real source of information. Only 15.7 percent of the respondents did not feel so. There were 81.3 percent of the respondents belonging to rural areas and 65.7 percent respondents from urban areas who felt that magazines are the real source of information. It was found that more respondents belonging to rural areas felt that women magazines are good source of information. Such results indicate that magazines are able to inculcate gender stereotypical image and gender socialization. These findings suggest a close association between type of residence and magazines as real source of information. The results also coincide with research findings of Ayoob et.al (2002).

### Reasons for Accepting Women's Magazines as Real Source of Information

It is a hard fact that women's magazines play a significant role in socialization of women to 'acceptable' social roles such as ideal housewife or mother. Women magazines offer their readers particular definition and understanding of what it is to be a female, (Ballaster et al. 1991). An attempt was made to find out the main reasons for accepting women magazines as real source of information:

Table 5 Distribution of the respondents showing association between reasons and type of residence

Reasons	Households				Total	
	Rural		Urban			
	f	%	f	%	f	%
NA	30	18.8	48	34.3	78	26.0
Innovative tips	40	25	23	16.4	63	21.0
Realistic	11	6.8	14	10.0	25	8.3
As Mentor	41	25.7	25	17.9	66	22.0
Good Friend	21	13.2	16	11.4	37	12.3
Career Guide	11	6.8	11	7.9	22	7.4
Multiple Reasons	06	3.7	03	2.1	9	3.0
Total	160	100	140	100	300	100

$\chi^2 = 13.38$ ,  $df = 6$ ,  $P < 0.05$ , significant

*\*NA: It also includes those respondents who were not reading magazines.*

Table 5 shows that 26 percent respondents did not feel that women magazines are the real source of information; amongst them a large majority felt that women magazines are a real source of information. 22 percent respondents felt that magazines proved to be mentor, 21 percent respondents felt these magazines provide information regarding innovative tips on various spheres, while 12.3 percent respondents felt that magazines act as a good friend as they help/support in many ways. On comparing the backgrounds, it was found that more respondents belonging to rural areas i.e. 25.7 percent

respondents believed that women magazines play the role of mentor for them, 25 percent respondents reported it gives them innovative tips and 13.2 percent respondents took magazines as a good friend. On the other hand, 10 percent respondents belonging to urban areas found magazines to be more realistic and 7.9 percent respondents took career guidance from women's magazines. Associating the residential background with reasons for feeling magazines as real source of information, a significant association was found between the two.

## **CONCLUSION**

The findings of the study contribute in understanding as how television and women's magazines contribute in perpetuating gender stereotypes. Results highlight that perception of young girls is influenced by media and they start interpreting that media presents a realistic image of women. Surprisingly, 61 percent respondents irrespective of their background reported that television portrays a realistic image of the women. The main findings highlight the fact that television has great influence on the lives of young respondents. A majority of the respondents were affected by the television characters. Even they adjust their daily chores as per the television schedule. Most of the young respondents felt that television portrays realistic image of women, which implies that whatever is shown is acceptable to them. There was no big difference found in the viewpoints of rural and urban respondents, yet media has shortened the gap between rural and urban boundaries. Results indicate that the impact of television is intense on young girls. Television, continues to socialize women in gender stereotypical roles. They are imitating the characters and willingly apply their behaviour in their own real lives.

Women's magazines act as real source of information was admitted by overwhelming majority of the respondents. Such results show that magazines provide young respondents information easily. A strong impact of women's magazines contents as well as text could be clearly seen on the young minds. That's why women magazines proved to be real source of information. It was also found that that more respondents with rural background as compared to the urban respondents admitted this. Respondents admitted that magazines

are the real source of information in the fast changing world and approved the image of women that appeared in the magazines. The reasons being magazines play the role of mentor, guide and provide innovative tips to its readers. For rural respondents, women magazines are a big support as they seek answers to their queries which they fail to procure from others. Results indicate that magazines are able to inculcate gender stereotypical image and gender socialization. These findings suggest a close association between type of residence and magazines as real source of information. The results also coincide with research findings of Ayoob et.al (2002), Ballaster et al (1991), Winship (1978).

Findings reflect that respondents with young age group perceive the women's image both in television and magazines more positively. It shows that media has more influence on younger viewers, whereas as the age increases, respondents develop the mature outlook; hence perceive the media representation of women more negatively. Further, it was found that a majority of the respondents with rural background admitted that television portrays positive image of women. Images of women portrayed on television are accepted as real by them. The respondents with urban background perceived negative image of women both on television and magazines. It was observed that locale of the respondents play a major role regarding the impact of media. Findings in the study show that more respondents with rural background were influenced by the television characters as they found these characters to be more realistic and imitate them in their daily lives.

## REFERENCES

1. Ayoob K, Duyff, R. L., Quagliani, D. (2002). "Position of the American Dietetic Association: Food and Nutrition Misinformation". *Journal of American Diet Association*. 102(2): 260-266.
2. Ballaster, R., Beethan, M. Frazer, E. and Hebson, S. (1991). *Women's Worlds – Ideology, Femininity and The Women's Magazine*. Basingstoke: Macmillan.
3. Craig, R. (1992). "The Effect of Television Day Part on Gender Portrayals in Television Commercials: A Content Analysis". *Sex Roles* 26(5/6): 197–211.
4. Downing, M. (1974). "Heroine of the Daytime Serial". *Journal of Communication*. 24( 2) Spring: 130-137.
5. Durkin, K. (1985) "Television and Sex-Role Acquisition Content". *British*

- Journal of Social Psychology . 2(2):101-113.
6. Elliot, William R. and Don Slater. (1980). "Exposure and Perceived: TV Reality for Adolescents". Journalism Quarterly . 57(3) :409-414.
7. Feng, Yang and Karan, Kavita. (2011). "The Global and Local Influences in the Portrayal of Women's Roles: Content Analysis of Women's Magazines in China" Journal of Media and Communication Studies. 3(2):33-44.
8. Ferguson, M. (1983) *Forever Feminine: Women's Magazines and the Cult of Femininity*. London. Heinemann.
9. Foreit, K. D., & Agor T. Byers. (1980) "Sex Bias in Newspaper Treatment of Male Centered and Female Centered New Stories." Sex Roles. 6: 475-480.
10. Guyon, J. (1982). "Do Publications Avoid Anti-Cigarette Stories to Protect ad Dollars"? The Wall Street Journal. Nov, pp 1, 22.
11. Jyotin. S (2002). "The Beauty of Success". Cited in <http://www.harworld.htm> (Retrieved April 21, 2007).
12. Katzman, N. (1972) "Television Soap-Operas: What's Been Going On Anyway?." Public Opinion Quarterly . 36( 2), Summer: 200-212.
13. Kaul, Shashi & Sahni, Shardha (2010), "Portrayal of Women in Television (TV) Serials". Studies on Home and Community Science. 4(1):15-20.
14. Kiran, R. N. (2000) *Philosophies of Communication and Media Ethics: Theory, Concepts and Empirical Issues*. New Delhi: B. R. Publishing Corporation.
15. Kishwar M (2007.) "Portrayal of women in 'k' serials ".cited in <http://www.ibnlive.com>. (Retrieved February 19, 2007 )
16. Kreizenbeck, A. (1983) "Soaps: Promiscuity, Adultery and New Improved Cheer". Journal of Popular Culture. 17 (2):175-181.
17. Livingstone, Sonia M. (1990). *Making Sense of Television', the Psychology of Audiences Interpretation*. London. Pergamum.
18. Rama, K. (2010). *Southern African gender and media progress study*. Johannesburg: Gender Links.
19. Sakamoto, K. (1999) "Reading Japanese Women's Magazines: The construction of New Identities in the 1970s and 1980s". *Media Culture Society*. 21(2): 173-193.
20. Shaw, P. (1999). "Internationalization of the Women's Magazine Industry in Taiwan: Context, Process and Influence". *Asian Journal of Communication*. 9(2): 17-28.
21. Shrivastava, K. M. (1992) *Media Issues*. New Delhi: Sterling Publishers Private Limited.
22. Slater, D., Elliot and William R. (1980) "Exposure and Perceived TV Reality for Adolescents". Journalism Quarterly . 57( 3): 409 - 414.



23. Spartan. (2007) "Fashion Magazine Encourage Young Girls and Women to Have Negative Self-Image". Dec 14, 2007) cited in [http://www.forandagainst.com/fashion-magazines-encourages-young girls](http://www.forandagainst.com/fashion-magazines-encourages-young-girls).
24. Wiergacz K. J. and J. Lucas (2003). "Wonder Women: The portrayal of women in TV soap operas". *PSI CHI Journal of undergraduate research* . 8(2): 70-74.
25. Winship, Janice. (1978) "A Woman's World: Woman - An Ideology of Femininity". Cited in *Women Take Issue: Aspects of Women's Subordination*, edited by Women's Studies Group, Centre for Contemporary Cultural Studies, London: Hutchinson.
26. Wolf, Naomi. (1991) *The Beauty Myth: How Images Are Used against Women*. New York. William Morrow.